

SAN LUIS OBISPO COUNTY

OCCUPATIONAL OUTLOOK 1996

A Product of



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For more information contact:

Leslie Brown

Labor Market Information Program Coordinator
Private Industry Council of San Luis Obispo County, Inc.
3566 South Higuera, Suite 100
San Luis Obispo, CA 93401
(805) 781-2200
FAX (805) 541-4117

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Ed Pearce, Cuesta Community College
Norie Placak, Employment Development Department
Rob Rossi, Rossi Enterprises
Beth Schneider, Department of Social Services
Dick Woolslayer, Arroyo Grande Community Hospital

PIC STAFF

Lee Ferrero, President & Chief Executive Officer
Michelle Robles, Director of Outreach & Marketing/LMI Supervisor
Leslie Brown, LMI Program Coordinator

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INTRODUCTION

The following Occupational Outlook Report presents the findings of the second annual local Labor Market Information (LMI) study conducted by the Private Industry Council of San Luis Obispo County, Inc. In December, 1995, the PIC entered into a partnership with the California Employment Development Department, Labor Market Information Division (LMID) to study and present a current, short-term outlook of the labor market in San Luis Obispo County.

CCOIS began as a pilot program in 1987 and is now implemented throughout California. The Occupational Outlook Reports produced under CCOIS offer the only source of local, up-to-date occupational information. In this report, 20 occupations are profiled, based on information gathered in 1996 from over 200 employers in San Luis Obispo County. The information, unless otherwise noted, applies specifically to San Luis Obispo County. Coordination of the CCOIS project at the State level facilitates the integration of this data for statewide use.

PROGRAM GOALS

The CCOIS partnership goal is to improve the match between local employers' labor market needs, and the skills and qualifications of job seekers. This is accomplished by providing a variety of current, local information on existing jobs, based on surveys of local employers. The purpose of this report is to provide information for labor market decisions, including personnel management, career counseling and selection, and vocational training program planning.

POTENTIAL USES FOR THIS INFORMATION

The information in this report can be used by a variety of organizations and individuals for many different purposes. Some possible uses are listed below.

Career Decisions: Career counselors and job seekers can use this data to assist them in making informed occupational choices based on skills, abilities, interests and personal needs. The localized information is easy to read and includes employer requirements and preferences, wages, labor demand, and sources of employment and training.

Program Planning: This report provides local planners and administrators with employment, training, and placement data, as well as occupational size and projected growth rates. Program planners can use this information to evaluate, refine or eliminate programs, and to plan new programs.

Curriculum Design: Training providers can use this data to design and update their training curriculum based on current local employer needs and projected trends as indicated in this report.

Economic Development: Local government agencies and economic development organizations will find information on the labor pool, such as occupational size, expected growth rates, and wages, useful in determining the potential for business growth and development in San Luis Obispo County.

Program Marketing: Training providers can effectively market their programs by informing students, employers, and others that chances for job placement are greater when their training programs are developed using reliable, local occupational data.

Human Resource Management: Small business owners and large corporate human resource directors alike can use this report to help determine competitive wages and benefits, improve their recruitment methods, and assess the availability of qualified workers for business expansion and relocation purposes.

This report is intended to be a resource (to be used with others) to assist in making these and many other decisions. The continuing nature of the program enables the PIC to collect, analyze and report current information on a wide range of occupations, as determined by local need.

FOR MORE INFORMATION

If you would like more information on the contents of this report, or on labor market information efforts, please call Leslie Brown at the Private Industry Council of San Luis Obispo County, Inc. at (805) 781-2200.

INTERPRETATION OF OCCUPATIONAL PROFILES

Each occupational profile follows a similar format, providing the information described below. The information for each category of the profiles is based on local employer surveys, as described in the "Research Methods" section of this report. Please keep in mind that the information presented in this report represents a "snapshot in time" and that there may be more recent information that will need to be considered.

TITLE AND DEFINITION OF THE OCCUPATION

The title and definition for each occupation is based on the Occupational Employment Statistics (OES) Dictionary, published by the Bureau of Labor Statistics in May, 1992. The OES titles and descriptions often encompass multiple specific job titles found in the Dictionary of Occupational Titles (DOT), published by the U.S. Department of Labor, Employment and Training Administration (fourth edition, revised in 1991).

COMMON JOB TITLES

These job titles are those most commonly used in the local job market. Local employers, responding to the occupational surveys, reported job titles they generally use for the respective occupation.

KEY TERMS

I. The terms **almost all**, **most**, **many**, **some** and **few** are used in several categories to present the kinds of work experience, education and skills required by surveyed employers. The following definitions will apply to these terms:

Almost all employers	more than 75% of the survey respondents
Most employers	51% up to and including 75% of the survey respondents
Many employers	35% up to and including 50% of the survey respondents
Some employers	10% up to but not including 35% of the survey respondents
Few employers	less than 10% of the survey respondents

II. The following terms are used to indicate the relative employment size of each occupation in San Luis Obispo County:

Small	Less than 116
Medium	Between 116 and 233
Large	Between 234 and 519
Very Large	Over 519

III. According to the EDD Occupation Projections for San Luis Obispo County, the average growth between 1994-2001 for all occupations is 10.6%. The following terms are used to indicate the relative, expected growth rate for the occupation in San Luis Obispo County:

Much faster than average	1.5 times the average, or more
Faster than average	between 1.1 and 1.49 times the average
Average	between .9 and 1.09 times the average
Slower than average	less than .9 times the average (but showing some growth)
No significant change, or remain stable	
Slow decline	

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

This section presents a summary of the work experience and training surveyed employers require (or prefer) prior to employment. The education level of most recent hires is also reported in this section.

Local Training Providers are identified for each occupation researched, where appropriate. A list of Local Training Providers and their programs is provided in Appendix E. For more information about a wide range of training providers offered in San Luis Obispo and Santa Barbara Counties, please refer to the 1996-97 Training Directory available through the PIC. This Directory includes private training facilities that have been approved by the Council for Private Postsecondary and Vocational Education (CPPVE), as well as public institutions providing occupational training.

Skills and qualifications identified as “very important” to most of the responding employers for job performance are listed in this section, along with new skills sought by employers, skills that are obsolete, and skills and qualifications found to be in short supply among applicants. Skills that have been reported by more than one employer or by firms employing a majority of workers in the occupation are listed. General terms were used when needed in an effort to maintain the confidentiality of the responding firm.

SIZE AND EMPLOYMENT OUTLOOK

The local size and estimated projected growth through 1999 for each occupation surveyed, is data obtained from Table IV of the EDD publication “Projections and Planning Information for San Luis Obispo County.”

The state and national job outlook provided is intended to give the reader a larger picture of the outlook for the occupation. Statewide job outlook is based on information derived from the respective California Occupational Guides (where available), and the national outlook information is derived from the 1996-97 edition of the Occupational Outlook Handbook, produced by the Bureau of Labor Statistics. Users of this report are encouraged to refer to these two important documents for more complete information. State and national labor market data could vary from the local situation because of the unique characteristics of local industries.

SUPPLY/DEMAND ASSESSMENT

This information reflects supply and demand for each occupation based on the degree of difficulty employers have in finding qualified applicants. The following terms are used to classify occupational supply and demand in San Luis Obispo County:

Very Difficult:	Demand is considerably greater than the supply of qualified applicants. Employers often cannot find qualified applicants when an opening exists.
Somewhat Difficult:	Demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.
A Little Difficult:	Supply is somewhat greater than demand for qualified applicants, and applicants may experience competition in job seeking.
Not Difficult:	Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for applicants.

POTENTIAL WAGES AND HOURS

The range of wages, and the median wage paid are provided for three different levels of experience and employment. The extreme high and/or low wage values were excluded to allow for a more representative range estimate. This information serves as a guide for comparing potential earnings from one occupation to another. This data is not intended to represent official prevailing wages.

The number of hours worked per week on average for full-time, part-time, temporary, and seasonal workers (if applicable) is provided in this section as well. Data is presented for the majority of workers in the occupation.

Wage data was collected between July and November, 1996, and reflect the following definitions:

New to firm, no experience :	Wage paid to persons trained but without paid experience in the occupation.
New to firm, experienced	Wage paid to journey-level experienced persons just starting at the firm.
Three years with the firm, experienced	Wages generally paid to persons with more than three years of journey-level experience at the firm.

BENEFITS

The benefits offered by local employers (in terms of percentage of frequency) to full and part-time workers is presented. Benefits most commonly provided by employers are listed in descending order. *It is important to keep in mind that some employers may require a waiting or probationary period before some or all benefits go into effect. Also, the cost share between employee and employer, as well as the degree of insurance coverage, may vary by employer and is not covered in this report.*

MAJOR EMPLOYING INDUSTRIES

Information provided on the major industries employing each occupation is based on the EDD/LMID publication "Projections for Employment." The terms used in this section are taken from the Standard Industrial Classification (SIC) Manual. When an occupation is employed by a wide variety of industries, those industries employing the greatest number of persons in the occupation are identified in this report.

RECRUITMENT STRATEGIES USED

The most commonly used recruitment strategies, as reported by responding employers, is identified in descending order.

OTHER INFORMATION

Information on the promotional patterns reported by responding employers is presented here. Also identified is the corresponding California Occupational Guide Number, the DOT titles and codes (found in Appendix A for some occupations), and whether the occupation is nontraditional employment for women.

RESEARCH METHODS

The following describes the process followed to complete this study, and the respective roles of the PIC and the EDD/LMID:

I. OCCUPATION SELECTION

The PIC consulted with EDD to determine occupations that are significant in the county and/or are expected to grow in the next 5 years. PIC staff also reviewed their job order information, and scanned the local newspaper to verify that the occupations selected were in fact showing immediate openings. A list of 40 proposed occupations suitable for study was compiled, for review and selection in a community meeting.

Representatives from the private and public sectors, educational institutions, and vocational counselors were invited to the community meeting held in February, 1996. Participants were asked to help the PIC select the 20 occupations for study in 1996. The primary objective was to select occupations which are of most interest to the users (and potential users) of this publication. Certain limitations were applied to facilitate research in this second year of the program. As a result, selection tended to focus on the larger, commonly known occupations, rather than small, highly specialized ones.

Participants in the community occupation selection meeting agreed to give preference to occupations using the following criteria:

1. Have a substantial employment base in the county, and/or
2. Have a substantial number of job openings projected in the next 5 years, and/or
3. Required training would take two years or less to complete, and/or
4. Shows opportunity for upward mobility, or is a full-performing profession.

Some of the selected occupations fail to meet all four criteria, but were selected based on community interest.

EDD/LMID reviewed and approved the final list of occupations for study, and verified the correct definition for each occupation.

II. DEFINITION OF THE OCCUPATION

The definition of each occupation are as found in the Occupational Employment Statistics (OES) Dictionary published by the U.S. Department of Labor. These definitions define the activities and functions of the worker. OES definitions are sufficiently broad to capture a wide range of specialties within an occupation, but clear enough for use in research. The OES definitions are used by LMID to produce projections for employment (occupational estimates of size, growth and separations).

III. SURVEY SAMPLE DESIGN

After the survey occupations were selected, LMID then drew a sample of up to 40 local employers, comprised of a cross section of various sized firms, and representative of all major employing industries for each occupation. The PIC staff edited the employer sample, adding and deleting firms as needed, while maintaining representation. Prior to commencing the survey process the edited sample was approved by EDD/LMID. During the survey process, the PIC found that further edits were necessary since some employers did not use the occupation(s) being surveyed.

IV. QUESTIONNAIRE DEVELOPMENT

A standard, two-page, employer questionnaire was developed by EDD/LMID. A third page was developed by the PIC to meet local needs. (See sample questionnaire in Appendix D).

V. SURVEY PROCEDURES

The survey process began in late June and continued through mid-November, 1996. Over 500 employers were contacted for this effort. Employers were first contacted by phone to verify employment of the occupation. A survey was then faxed to the appropriate contact person within the firm. Follow-up phone calls were made to employers who failed to respond to the faxed survey by the established deadline to encourage their participation in the study. In many cases a second copy of the survey was faxed to the contact person. Surveys were also completed by phone when preferred by the employer.

All completed surveys were reviewed and checked for completeness and consistency. Follow-up calls were made to complete and/or clarify responses.

Completed surveys deemed useable for the study were then coded for data entry. The PIC's required response goal was 15 useable responses for each occupation. Required response goals also included a minimum of three useable surveys from the major industry employing the occupation, to ensure adequate representation.

VI. DATA ENTRY, TABULATION, AND SUMMARY

Coded survey responses to the standard questions were entered into the CCOIS database and basic tabulations were run by both the PIC and EDD/LMID. Tabulations for the locally-developed skills/qualifications questions were run separately by a contractor to the PIC. From these tabulations, the data was analyzed by the PIC and draft occupational profiles were prepared by the PIC. The draft profiles and other report materials were then reviewed by EDD/LMID analysts. Once the review and edit was completed, this report was finalized and produced.

VII. DISSEMINATION

The PIC will hold a meeting on January 29, 1997, to disseminate this report and select 20 new occupations to study in 1996. The PIC will invite representatives from the many user groups of LMI information to this meeting. Additional copies of the report will be distributed to various organizations such as schools, economic development organizations, libraries and other Local Partners in the State. This report is also available for sale upon request.

ACCOUNTANTS AND AUDITORS

15 Employers Responded

67 Employees Covered

Accountants and Auditors examine, analyze, and interpret accounting needs for the purpose of giving advice or preparing statements and installing and advising on systems of recording costs or other financial and budgetary data. (OES 211140)

Common Job Titles Used by Responding Employers: Accountant, Jr. & Sr. Accountant, Accounting Supervisor, Accounting Assistant or Technician, CPA, Enrolled Agent, and Auditor.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 0% Usually - 7% Sometimes - 60% Never - 33%

Most (60%) responding employers require 2-4 years of college-level accounting course work. **Some** require a Bachelor's degree.

Local or Adjacent Training Availability: Cal Poly

Education of Recent Hires: Some College, No Degree - 27% Associate's Degree - 13%
Bachelor's Degree - 53%

Related Work Experience Required Prior to Employment:

Always - 60% Usually - 33% Sometimes - 7%

Almost all employers require or prefer previous work experience ranging from 1 - 3 years in positions such as bookkeeping, accounting clerk, accounting (government, general or professional depending on employer sector), business administration, cash auditor, payroll, and CPA.

Skills and Qualifications Reported As Very Important: accounting knowledge, computerized accounting, public accounting, knowledge of government accounting, accurate math, analytical skills, general ledger knowledge, knowledge of new tax laws, communication, 10-key, detail oriented, ability to perform repetitive work, ability to work independently and as part of a team, ability to read and follow instructions, problem solving, verbal communication, ability to work under pressure, and organization/time management. Computer software skills sought by responding employers include: spreadsheet (100%), word processing (100%), database (67%), and desktop publishing (7%). New skills identified by many responding employers include: computerized accounting (especially spreadsheets), Internet, and networks. Obsolete skills reported by some employers include: manual spreadsheet and typing.

Skills Found to be in Short Supply: knowledge and experience with public and grant accounting, government accounting knowledge, communication, computer literacy and/or "over achievers."

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Large (380-420) Estimated employment in 1996 - 391
Projected Growth Rate: Average (approx. 10.5%)

State and Nationwide Employment Outlook: This occupation is among the 50 largest occupations in California and will grow by 32% between 1990-2005. There will be fairly good job prospects nationally, particularly for Certified Public Accountants. There is low turnover but the occupation is large resulting in many openings.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced

Very Difficult - 8% Somewhat Difficult - 17% A Little Difficult - 33% Not Difficult - 42%

Fully Experienced and Qualified:

Very Difficult - 0% Somewhat Difficult - 47% A Little Difficult - 33% Not Difficult - 20%

Almost all (80%) responding employers expect employment in this occupation to remain stable over the next three years while **some** (20%) project growth for this occupation in over the same time period. (Employers projecting growth currently employ 45% of the employees covered in this profile.)

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

All Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$8.00 to \$13.04 /hour	\$11.65/hour
New employees with prior experience	\$9.58 to \$16.08/hour	\$13.75/hour
Employees after 3 years	\$11.50 to \$21.29/hour	\$16.25/hour

Hours

Almost all (93%) of employees covered in this profile work full-time - 40 hours/week, weighted average.

BENEFITS

Almost all (93%) responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
	<u>Providing</u>		<u>Providing</u>
Paid Vacation	100%	Paid Vacation	14%
Medical Insurance	93%	Medical Insurance	14%
Paid Sick Leave	93%	Paid Sick Leave	14%
Vision Insurance	71%	Vision Insurance	14%
Retirement Plan	71%	Retirement Plan	14%
Dental Insurance	57%	Dental Insurance	7%
Life Insurance	50%		
Child Care	7%		

MAJOR EMPLOYING INDUSTRIES (in survey area)

Accounting Auditing and Bookkeeping, Local and State Government, Eating Places, Legal Services, Psychiatric Hospitals, Grocery Stores, Air Transportation Services - non scheduled and other industries.

RECRUITMENT STRATEGIES USED

Newspaper Ads	80%	Employment Development Dept.	13%
In-house Promotion or Transfer	33%	Public School Referrals	13%
Employees' Referrals	33%	Unsolicited Applicants	13%
Private Employment Agencies	33%	Private School Referrals	7%
Other	20%		

OTHER INFORMATION

Responding firms that employ the most people in this occupation (76%) promote their Accountants and Auditors to higher level Accounting positions such as: Senior Accountant, Accounting Manager, Controller, or Director of Finance.

For DOT Titles and Codes please refer to Appendix A.
See California Occupational Guide No. 1 for more information.

COMPUTER ENGINEERS

15 Employers Responded

87 Employees Covered

Computer Engineers analyze data processing requirement to plan EDP systems to provide system capabilities required for projected work loads. They plan layout and installation of new systems or modification of existing systems. They may set up and control analog or hybrid computer systems to solve scientific and engineering problems. (OES 221270)

Common Job Titles Used by Responding Employers: Computer or Information Systems Analyst and Information Systems Manager, or Director, or Technician or Clerk.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 0% Usually - 7% Sometimes - 67% Never - 27%

Most (53%) employers require from 12-48 months college computer course work. **Many** (33%) employers require a Bachelor's Degree in Computer Science.

Local or Adjacent Training Availability:

Cal Poly

Cuesta College

Allan Hancock College

Education of Recent Hires:

High School or Equivalent - 13%

Some College, No Degree - 20%

Associates Degree - 7%

Bachelor's Degree - 60%

Related Work Experience Required Prior to Employment:

Always - 73%

Usually - 27%

Almost all responding employers require or prefer previous work experience in positions such as: Network Administrator, Systems Analyst, Computer Programmer, Micro Computer Technician, and Automation Specialist.

Skills and Qualifications Reported As Very Important: computer software and hardware knowledge, system design, problem solving and analysis (troubleshooting), network configuration and management, information systems management, ability to work independently and as part of a team, detail oriented, organization/time management, communication, logical thinking, customer service attitude, ability to read and follow instructions, and good math skills. Computer software skills sought by responding employers include: database (87%), word processing (73%), spreadsheet (80%) and desktop publishing (47%), and "other" (AS400, Novell. AN, UNIX, Kermit, Netscape, MVS VM/CMS and World Wide Web) - (40%). New skills desired by responding employers include: knowledge of computer networks (including Windows NT), PC hardware, multiple computer platforms knowledge, MS DOS and Windows systems, ability to understand the business needs of the customer, and keeping abreast with changes in technology. Obsolete skills reported by some employers include: DOS, case-tool knowledge, 4-GL knowledge, COBAL programming, and data input.

Skill Found to be in Short Supply(reported by some employers): project management, network computing, understanding hardware/software interactions, manufacturing-related software knowledge.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size:

Small (80-100)

Estimated employment in 1996 - 86

Projected Growth

Much faster than average (approx. 25%)

Rate:

State and Nationwide Employment Outlook: As the need for technological innovation continues to increase, employment in this occupation will grow both statewide and nationally. Most opportunities will be in computer-manufacturing firms. There will be an increase in the hiring of temporary workers and consultants for this occupation. Applicants with advanced degrees in computer sciences will enjoy more opportunities.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced

Very Difficult - 9%

Somewhat Difficult - 36%

A Little Difficult - 45%

Not Difficult - 9%

Fully Experienced and Qualified:

Very Difficult - 33%

Somewhat Difficult - 33%

A Little Difficult - 27%

Not Difficult - 7%

Most (60%) responding employers expect employment in this occupation to grow over the next three years due to increased reliance on computers and business growth. Thirteen percent of the employees covered in this profile were hired in the last twelve months primarily to fill vacated positions (64%) and new positions (27%).

Local Outlook: Employer demand is somewhat larger than the supply for experienced, qualified applicants, and applicants may experience competition in job seeking. For inexperienced, trained applicants, worker supply is somewhat larger than demand, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages*

<u>All Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$11.50 to \$15.45/hour	\$12.71/hour
New employees with prior experience	\$12.47 to \$21.77/hour	\$17.26/hour
Employees after 3 years	\$14.00 to \$25.32/hour	\$22.52/hour

*(Extreme wage values have been deleted to provide a more representative wage range.)

Hours

Almost all (89%) employees work full-time - 41 hours/week, weighted average.

BENEFITS

All responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
<u>Providing</u>		<u>Providing</u>	
Medical Insurance	93%	Medical Insurance	20%
Paid Vacation	93%	Paid Vacation	20%
Paid Sick Leave	87%	Paid Sick Leave	20%
Retirement Plan	87%	Dental Insurance	20%
Life Insurance	87%	Vision Insurance	20%
Dental Insurance	80%	Retirement Plan	20%
Vision Insurance	53%	Life Insurance	13%

MAJOR EMPLOYING INDUSTRIES (in survey area)

Computer Peripheral Equipment, NEC; Gas and Other Services Combined (utilities); Computer Programming Services; Prepackaged Software; and Engineering Services.

RECRUITMENT STRATEGIES USED

Newspaper Ads	73%	Private School Referrals	20%
In-house Promotion or Transfer	67%	Private Employment Agencies	7%
Employees' Referrals	53%	Unsolicited Applicants	7%
Public School Referrals	40%	Union Hall Referrals	7%
Employment Development Dept.	27%		

OTHER INFORMATION

Most (54%) employers promote their Computer Engineers in this occupation to management level positions or other kinds of positions in the firm (production for example).

<u>DOT Title</u>	<u>DOT Code</u>
Software Engineer	030.062-010
Computer Systems Hardware Analyst	033.167-010

See California Occupational Guide No. 488 for more information.

COUNTER AND RENTAL CLERKS

15 Employers Responded

75 Employees Covered

Counter and Rental Clerks receive articles and/or orders for services, such as rentals, repairs, dry-cleaning, and storage. They may compute cost and accept payment. (OES 490170)

Common Job Titles Used by Responding Employers: Counter Clerks, Counter Sales (or Sales-Counter), Customer Service and Customer Care Representative, and Front Desk.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 7%

Usually - 27%

Sometimes - 47%

Never - 20%

Local or Adjacent Training Availability: Shoreline Occupational Services

Education of Recent Hires:

Less Than High School - 7%

High School or Equivalent - 27%

Some College, No Degree - 60%

Associate's Degree - 7%

Related Work Experience Required Prior to Employment:

Always - 33%

Usually - 13%

Sometimes - 40%

Never - 13%

Many responding employers usually or always require 6-12 months previous work experience in positions such as: sales, customer service, cashier, receptionist, counter clerk, accounts receivable, and positions requiring knowledge of the product(s) or industry.

Skills and Qualifications Reported As Very Important: computer, verbal communication, customer service, typing ability, cash handling, knowledge of products/services, problem solving, attention to detail, math, ability to

work independently, ability to work under pressure, ability to read and follow instructions, and good appearance.

Computer software skills sought by responding employers include: database (64%), word processing (45%), spreadsheet (18%) and desktop publishing (18%). New skills desired by responding employers include: computer skills (including knowledge of the Internet and automated rental), strong people skills, customer service, and communication. Obsolete skills noted by some responding employers include hand-written estimates and "looking beautiful."

Skills Found to be in Short Supply: computer skills, communication, knowledge of the industry, work flexibility, willingness to work assigned schedule, typing, initiative, and/or perseverance.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size:

Large (230-310)

Estimated Employment in 1996 - 253

Projected Growth

Much faster than average (approx. 35%)

Rate:

State and Nationwide Employment Outlook: Employment is expected to grow faster than the average for all occupations both nationally and state-wide. Many openings will result from employees leaving the occupation. Part-time jobs will be plentiful in this occupation.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 20%

Somewhat Difficult - 20%

A Little Difficult - 47%

Not Difficult - 13%

Fully Experienced and Qualified:

Very Difficult - 36%

Somewhat Difficult - 29%

A Little Difficult - 21%

Not Difficult - 14%

Most (53%) respondents expect employment in this occupation to remain stable over the next three years while **many** (47%) expect growth due to sales increases and diversification. Forty-nine percent of the 75 employees covered in this profile were hired in the last twelve months, primarily to fill vacated positions (54%), and due to promotions (19%).

Local Outlook: Worker supply is somewhat greater than the demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

Nonunion Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$4.25 to \$6.00/hour	\$5.00/hour
New employees with prior experience	\$4.25 to \$9.00/hour	\$6.00/hour
Employees after 3 years	\$6.00 to \$12.00/hour	\$7.00/hour

Hours

Most (55%) employees in this occupation work full-time - 39 hours/week, weighted average, while **many** (39%) work part-time - 21 hours/week weighted average.

BENEFITS

Most (73%) employers provide fringe benefits as follows:

<u>Benefits Provided to</u> <u>Full-Time Employees</u>	<u>Percent of</u> <u>Firms</u> <u>Providing</u>	<u>Benefits Provided to</u> <u>Part-Time Employees</u>	<u>Percent of</u> <u>Firms</u> <u>Providing</u>
Paid Vacation	91%	Child Care	18%
Paid Sick Leave	64%	Paid Vacation	9%
Medical Insurance	55%	Paid Sick Leave	9%
Dental Insurance	36%	Retirement Plan	9%
Life Insurance	36%		
Retirement Plan	27%		
Vision Insurance	18%		
Child Care	9%		

MAJOR EMPLOYING INDUSTRIES (in survey area)

Department Stores, Dry Cleaners, Equipment Rental and Leasing, Automobile Rental, Health Clubs, Sports and Recreation Clubs, and other Recreation and Amusement Facilities.

RECRUITMENT STRATEGIES USED

Newspaper Ads	73%	Private Employment Agencies	13%
Employees' Referrals	60%	Unsolicited Applicants	7%
In-house Promotion or Transfer	20%	Public School Referrals	7%
Employment Development Dept.	13%	Word-of-Mouth	7%

OTHER INFORMATION

Most (60%) responding employers promote their Counter and Rental Clerks in this occupation to supervisory or managerial positions.

For DOT Titles and Codes please refer to Appendix A.
See California Occupational Guide No. 511 for more information.

DRAFTERS

15 Employers Responded

56 Employees Covered

Drafters prepare clear, complete and accurate working plans and detail drawings from rough or detailed sketches or notes for engineering or manufacturing purposes according to specified dimensions. They utilize knowledge of various machines, engineering practices, mathematics, building materials, and other physical sciences to complete drawings. (OES 225140)

Common Job Titles Used by Responding Employers:Field Drafter, Drafter, Draftsperson (Architect), CAD Operator (or Draftspersons), Technician (various levels), and Design Assistant or Designer.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 0%

Usually - 7%

Sometimes - 87%

Never - 7%

Many (40%) employers require training prior to employment primarily in Auto CAD. A few employers seek a Bachelor's degree.

Local or Adjacent Training Availability:

Allan Hancock College

Cuesta College

Santa Barbara County ROP -North

Cal Poly

CompuCAD

Education of Recent Hires:

Some College, No Degree - 60%

Bachelor's Degree - 40%

Related Work Experience Required Prior to Employment:

Always - 33%

Usually - 60%

Sometimes - 7%

Almost all (93%) responding employers require or prefer previous related work experience. **Most** employers seek 12-24 months of experience, while **some** employers accept 6-9 months prior work experience.

Skills and Qualifications Reported As Very Important:knowledge of, and experience with Auto Cad, computer skills, mechanical skills, ability to draw and letter neatly, organization/time management, technical education, graphic presentation, electrical (construction), accuracy, knowledge of codes, engineering math and basic math, logic sequence, ability to work independently and as part of a team, attention to detail, problem solving, ability to work under pressure, and ability to read and follow instructions. Computer software skills sought by responding employers include: CAD (80%), word processing (60%), spreadsheet (47%), database (40%), and desktop publishing (33%). New skills desired by responding employers center around computers including use of the Internet, CAD, networks, technical production, and design software (for design firms). The primary obsolete skill reported is manual drafting.

Skill Found to be in Short Supply:knowledge of Auto CAD and Data CAD, design experience (with computer), ability to follow directions, knowledge/experience with the industry, and well-rounded people.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size:

Medium (160-170)

Estimated employment in 1996 - 163

Projected Growth Rate:

Slower than average (approx. 6.3%)

State and Nationwide Employment Outlook:There is projected to be little change in the number of jobs nationally. Architects and Engineers are increasingly using CAD, reducing the need for drafting assistance. New drafters seeking jobs in California will face competition. Applicants with experience and CAD skills will have the best prospects.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 17%

Somewhat Difficult - 17%

A Little Difficult - 33%

Not Difficult - 33%

Fully Experienced and Qualified:

Very Difficult - 13%

Somewhat Difficult -

A Little Difficult - 33%

Not Difficult - 20%

33%

Employers hiring the largest numbers of Drafters (64%) expect employment in this occupation to grow over the next three years. Thirty nine percent of the employees covered in this profile were hired in the last 12 months primarily to fill new positions (45%), or to fill vacated positions (32%).

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

All Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$6.50 to \$15.00/hour	\$8.75/hour
New employees with prior experience	\$8.00 to \$17.39/hour	\$12.47/hour
Employees after 3 years	\$10.00 to \$22.91/hour	\$14.84/hour

Hours

Almost all (86%) employees in this occupation work full-time - 40 hours/week, weighted average.

BENEFITS

Almost all (93%) of the responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
	<u>Providing</u>		<u>Providing</u>
Medical Insurance	93%	Medical Insurance	7%
Paid Vacation	93%		
Paid Sick Leave	86%		
Retirement Plan	79%		
Dental Insurance	71%		
Life Insurance	64%		
Vision Insurance	36%		

MAJOR EMPLOYING INDUSTRIES (in survey area)

Engineering Services, Architectural Services, State and Local Government, and Gas and Other Services Combined etc.

RECRUITMENT STRATEGIES USED

Newspaper Ads	60%	College Placement Offices	20%
Employees' Referrals	53%	In-house Promotion or Transfer	13%
Employment Development Dept.	27%	Unsolicited Applicants	13%
Public School Referrals	20%	Private Employment Agencies	7%

OTHER INFORMATION

Almost all (85%) responding employer promote their Drafters to positions such as: Lab or Field Technicians, Senior Drafter, Engineering Tech. (higher level), Architect, or Engineer (when licensed).

For DOT Titles and Codes please refer to Appendix A.
See California Occupational Guide No. 338 for more information.

FINANCIAL MANAGERS

15 Employers Responded

15 Employees Covered

Financial Managers plan, organize, direct, control, or coordinate the financial activities of an organization. Includes managers in banks or similar financial institutions who advise on credit, and investment policy or negotiate general policy with financial or other institutions. (OES 130020)

Common Job Titles Used by Responding Employers: Director of Finance, Controller, and Accounting Manager

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 7% Usually - 0% Sometimes - 53% Never - 40%

Many (47%) responding employers require or desire training in accounting or finance related to the specific industry. Some of these employers seek a college degree in accounting.

Local or Adjacent Training Availability

Cal Poly

Cuesta College

Allan Hancock College

Education of Recent Hires:

Some College, No Degree - 20%

Associate's Degree - 7%

Bachelor's Degree - 53%

Graduate Study - 20%

Related Work Experience Required Prior to Employment:

Always - 73%

Usually - 20%

Sometimes - 7%

Almost all (93%) require or prefer 2-5 years of prior work experience as an Accountant, Accounting Manager or Supervisor, or Controller.

Skills and Qualifications Reported As Very Important: advanced computer knowledge (especially spreadsheet and accounting software), management and leadership skills, accounting knowledge and ability to prepare financial statements, financial analysis, planning and budgeting, knowledge of municipal funds, accuracy and detail oriented, writing, communication, high-level math skills, knowledge of the industry, English grammar/spelling, writing, ability to read and follow instructions, ability to work independently and as part of a team, ability to work under pressure, problem solving, and organization/time management. Computer software skills sought by responding employers include: spreadsheet (100%) word processing (87%), database (67%), and desktop publishing (7%). New skills desired by responding employers center around computer (including spreadsheet "General Ledger", modeling, Internet and E-mail). Obsolete skills noted by a few responding employers include: hand-done ledgers and manual spreadsheets.

Skill Found to be in Short Supply: understanding financial statements and computer expertise.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size:

Very Large (540-630)

Estimated employment in 1996 - 564

Projected Growth Rate:

Faster than average (approx. 17%)

State and Nationwide Employment Outlook: Employment in this occupation will grow faster than average nationally. However, as with other managerial positions, job seeking will be competitive. Those that stay abreast of the latest financial instruments and changing regulations and have knowledge of data processing and management information systems will have an advantage. Specialization in a growing industry (such as health care) could also be helpful.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 33%

Somewhat Difficult - 22%

A Little Difficult - 22%

Not Difficult - 22%

Fully Experienced and Qualified:

Very Difficult - 20%

Somewhat Difficult - 40%

A Little Difficult - 27%

Not Difficult - 13%

Almost all (93%) of the responding employers expect employment in this occupation to remain stable over the next three years. Twenty percent of the employees in this profile were hired within the last twelve months to fill vacated positions.

Local Outlook: Employer demand is somewhat greater than the supply for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages*

<u>All Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$8.63 to \$17.26/hour	\$10.79/hour
New employees with prior experience	\$11.51 to \$27.92/hour	\$18.22/hour
Employees after 3 years	\$13.43 to \$33.37/hour	\$18.94/hour

*(Extreme wage values have been deleted to provide a more representative wage range.)

Hours

All employees work full-time - 44 hours/week, weighted average.

BENEFITS

All responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u> <u>Full-Time Employees</u>	<u>Percent of</u> <u>Firms</u> <u>Providing</u>	<u>Benefits Provided to</u> <u>Part-Time Employees</u>	<u>Percent of</u> <u>Firms</u> <u>Providing</u>
Medical Insurance	100%	Medical Insurance	13%
Paid Vacation	100%	Paid Vacation	13%
Paid Sick Leave	100%	Paid Sick Leave	13%
Retirement Plan	93%	Dental Insurance	13%
Dental Insurance	87%	Vision Insurance	13%
Life Insurance	80%	Retirement Plan	13%
Vision Insurance	40%	Life Insurance	13%

MAJOR EMPLOYING INDUSTRIES (in survey area)

National Commercial Banks, State Commercial Banks, Colleges and Universities, Psychiatric Hospitals, Real Estate Agents and Managers, Federal Credit Unions, Hotels and Motels, Management Services, etc.

RECRUITMENT STRATEGIES USED

Newspaper Ads	67%	Private Employment Agencies	33%
In-house Promotion or transfer	33%	Employment Development Dept.	13%
Employees' Referrals	33%	Government Publications/flyers	13%

OTHER INFORMATION

Most (53%) responding employers promote Financial Managers to a higher level of management such as Corporate Chief Financial Officer or other management positions.

For DOT Titles and Codes, please refer to Exhibit A

FOOD PREPARATION WORKERS

15 Employers Responded

249 Employees Covered

Food Preparation Workers perform a variety of food preparation duties, such as preparing cold foods and maintaining and cleaning kitchen work areas, equipment and utensils. They perform simple tasks such as preparing shellfish or slicing meat. They may brew coffee, tea or chocolate or prepare sandwiches. They work in such places as a restaurant kitchen or delicatessen. (OES 650380)

Common Job Titles Used by Responding Employers: Prep Cook, Food Service Worker, and Deli Clerk or Service Deli Clerk.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 40% Usually - 40% Sometimes - 13% Never - 7%

Some responding employers (13%) require 5-6 months of training in institutional food preparation (for institutional kitchen settings) or on food safety, kitchen operations and equipment handling.

Local or Adjacent Training Availability: Santa Barbara County ROP -North.

Education of Recent Hires:

Less than High School - 13%
Some College, No Degree - 13%
High School or Equivalent - 73%

Related Work Experience Required Prior to Employment:

Usually - 27% Sometimes - 60% Never - 13%

Most responding employers seek between 3-12 of previous work experience in jobs such as Prep Cook or Deli Clerk.

Skills and Qualifications Reported As Very Important ability to use kitchen equipment and tools, able to work independently and as part of a team player, customer service and communication skills, able to work in a fast-paced environment, manual dexterity, able to read and follow instructions/recipes, precision and accuracy, organizational skills, able to do repetitive work, and able to lift at least 10 pounds.

New skills desired by responding a few employers include: computer, creativity and efficiency.

Skills Found to be in Short Supply: math, organization and time management, safety conscious, reliability, initiative, communication, availability, able to read and understand recipes.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Very Large (1,120-1,260) Estimated employment in 1996 - 1,160
Projected Growth Rate: Faster than average (approx. 13%)

State and Nationwide Employment Outlook: No information available

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 0% Somewhat Difficult - 27% A Little Difficult - 33% Not Difficult - 40%

Fully Experienced and Qualified:

Very Difficult - 13% Somewhat Difficult - 13% A Little Difficult - 33% Not Difficult - 40%

Most (53%) responding employers expect employment in this occupation to grow over the next three years due to an increase in sales and business. Fifty percent of the employees covered in this profile were hired in the last twelve months to fill vacated positions (31%), to fill temporary positions (27%), to fill new positions (24%), and as a result of promotion (18%).

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

Union Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$5.83 to \$7.86/hour	\$6.75/hour
New employees with prior experience	\$6.55 to \$10.00/hour	\$7.58/hour
Employees after 3 years	\$8.20 to \$15.15/hour	\$9.59/hour

Nonunion Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$4.25 to \$6.00/hour	\$5.25/hour
New employees with prior experience	\$4.50 to \$6.50/hour	\$5.75/hour
Employees after 3 years	\$6.00 to \$8.06/hour	\$7.23/hour

Hours

Most (69%) employees work part-time - 20 hours/week, weighted average. Some (26%) employees work full-time 39 hours/week, weighted average.

BENEFITS

Almost all (80%) responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
	<u>Providing</u>		<u>Providing</u>
Medical Insurance	83%	Medical Insurance	42%
Dental Insurance	75%	Dental Insurance	42%
Paid Vacation	75%	Paid Vacation	42%
Vision Insurance	58%	Paid Sick Leave	42%
Paid Sick Leave	58%	Vision Insurance	25%
Retirement Plan	42%	Retirement Plan	25%
Life Insurance	33%	Life Insurance	17%

MAJOR EMPLOYING INDUSTRIES (in survey area)

Grocery Stores, Eating Places and Elementary and Secondary Schools.

RECRUITMENT STRATEGIES USED

Newspaper Ads	67%	In-house Promotion or Transfer	33%
Employees' Referrals	67%	Public School Referrals	20%
Unsolicited Applicants	40%	Employment Development Dept.	13%

OTHER INFORMATION

Most (67%) employers promote their Food Preparation Workers to positions such as Line Cook, Cook and Assistant Manager.

For DOT Titles and Codes please refer to Appendix A.

GARDENERS, GROUNDSKEEPERS - EXCEPT FARM

16 Employers Responded
89 Employees Covered

Gardeners and Groundskeepers maintain grounds of public or private property, using hand/power tools or equipment. They may perform any combination of tasks such as mowing, trimming, planting, watering, fertilizing, digging, raking, and sweeping. Additional duties may include minimal care and upkeep of buildings and equipment. They may plan and execute small-scale landscaping operations. They may dig and prepare graves. Does not include groundskeepers who disseminate information to the public and patrol public parks to enforce rules and regulations and to detect fires. (OES 790300)

Common Job Titles Used by Responding Employers: Groundswoker, Grounds Maintenance Worker, Groundskeeper, Park Maintenance Workers 1 & 2, Landscapers, and Laborer.

TRAINING, EXPERIENCE AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 0% Usually - 19% Sometimes - 69% Never - 13%

Some (18%) of the responding employers require 6-9 months of training in irrigation systems (including repair), tool usage, safety procedures, landscaping, and/or gardening and groundskeeping.

Local or Adjacent Training Availability:

Cal Poly Cuesta College Allan Hancock College Santa Barbara Co. ROP - North

Education of Recent Hires:

Less than High School - 13% High School or Equivalent - 63%
Some College, No Degree - 19% Associate's Degree - 6%

Related Work Experience Required Prior to Employment:

Always - 31% Usually - 38% Sometimes - 31%

Most responding employers require or prefer 12-24 months of prior work experience as a Gardener, Groundskeeper, Maintenance Worker, etc.

Skills and Qualifications Reported As Very Important: knowledge of irrigation systems and electronic controllers (includes repair and maintenance), knowledge of how to properly use the tools and equipment (including power-operated such as mower, blower and trimmer), modern methods of planting and plant propagation, knowledge of proper landscaping and grounds maintenance techniques (pruning, turf maintenance, etc.), knowledge of pests and diseases, ability to read and write, ability to follow instructions, ability to work independently, ability to perform repetitive work, ability to lift at least 10 lbs., ability to perform strenuous work, an attention to detail. A few firms seek computer software skills including word processing, data base, or "Bookkeeper". New skills desired by some responding employers include: computer skills, irrigation repair, repair and maintenance of equipment, and/or expertise in drought resistant landscaping.

Skills Found to be in Short Supply: formal education in horticulture, in-depth knowledge of plants, ability to follow instructions, ability to read and write, good DMV driving record, dependable, reliable and willing to work hard, and/or experience.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Large (350-400) Estimated employment in 1996 - 364
Projected Growth Rate: Faster than average (approx. 14.3%)

State and Nationwide Employment Outlook: This occupation is one of the 50 with the largest absolute growth in California, expected to grow 35% (between 1987-2000). Nationally, the rate of growth will be average for all occupations. Growth for this occupation is tied to local economic conditions and will vary. There is a high turnover rate for this occupation resulting in a large number of openings due to vacancies.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 13% Somewhat Difficult - 20% A Little Difficult - 20% Not Difficult - 47%

Fully Experienced and Qualified:

Very Difficult - 19% Somewhat Difficult - 25% A Little Difficult - 6% Not Difficult - 50%

Employers employing the most (53%) Gardeners and Groundskeepers expect employment in this occupation to grow over the next three years due to an increase in work load, an increased use of land, and a desire to employ more entry-level staff.

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

<u>Union Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$9.08 to \$12.08/hour	\$10.21/hour
New employees with prior experience	\$10.01 to \$17.17/hour	\$10.75/hour
Employees after 3 years	\$11.66 to \$19.88/hour	\$12.50/hour

<u>Nonunion Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$5.00 to \$10.57/hour	\$6.76/hour
New employees with prior experience	\$5.00 to \$11.55/hour	\$7.88/hour
Employees after 3 years	\$8.50 to \$13.19/hour	\$10.37/hour

Hours

Almost all (94%) employees in this occupation work full-time - 40 hours/week, weighted average.

BENEFITS

Almost all (81%) responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
	<u>Providing</u>		<u>Providing</u>
Medical Insurance	100%	Paid Vacation	15%
Dental Insurance	100%	Paid Sick Leave	15%
Vision Insurance	100%	Medical Insurance	8%
Paid Vacation	92%	Dental Insurance	8%
Paid Sick Leave	92%	Vision Insurance	8%
Retirement Plan	77%	Retirement Plan	8%
Life Insurance	69%	Life Insurance	8%
		Child Care	8%

MAJOR EMPLOYING INDUSTRIES (in survey area)

Lawn and Garden Services, Hotels and Motels, Trailer Parks and Campsites, Membership Sports and Recreation Clubs, Elementary and Secondary Schools, Colleges and Universities, Social Services NEC, and State and Local Government.

RECRUITMENT STRATEGIES USED

Newspaper Ads	75%	Employees' Referrals	31%
In-house Promotion or Transfer	38%	Unsolicited Applicants	13%
Employment Development Dept.	31%	Other	13%

OTHER INFORMATION

Almost all (80%) of the responding employers promote their Gardeners and Groundskeepers to positions such as: Lead or Head Gardener, Groundskeeper, or Groundswoker and a higher level in the series of Maintenance Worker

For DOT Titles and Codes please refer to Appendix A.
See California Occupational Guide No. 320 for more information.
This is a nontraditional occupation for women.

HUMAN SERVICE WORKERS

15 Employers Responded

385 Employees Covered

Human Service workers assist Social Group Workers and Caseworkers with developing, organizing, and conducting programs to prevent and resolve problems relevant to substance abuse and human relationships. They provide services to families and clients where the nature of the problem, or relationships involved, is less complex or serious, by helping them obtain information on the use of social and community-related services. They may also recommend additional services. Does not include Residential Counselors and Psychiatric Tech. (OES 273080)

Common Job Titles Used by Responding Employers: Facilitators, Milieu Tech., Personal Support Staff, Eligibility Tech 1, Public Health Aide, Community Support Specialists, Job Coach, Resident Advisor, and Family Service Worker.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience: Usually - 20% Sometimes - 80%

Some (33%) employers require training prior to employment including: Public Benefits Knowledge (6 mo. Developmentally disabled rehabilitation (1 mo.), course work in child development (6 mo.), and college course work in Behavioral Sciences (6 mo.).

Local or Adjacent Training Availability: Cal Poly Allan Hancock College

Education of Recent Hires: High School or Equivalent - 7% Some College, No Degree - 40%
Associate's Degree - 27% Bachelor's Degree - 20%
Graduate Study - 7%

Related Work Experience Required Prior to Employment:

Always - 13% Usually - 27% Sometimes - 53% Never - 7%

Many (43%) responding employers require or prefer 3-24 months of previous work experience in jobs such as: Human Service work, case work, Job Coach/Job Developer, Program Aide, counseling, Eligibility Tech. etc.

Skills and Qualifications Reported As Very Important: computer (word processing and database management), verbal and written communication, organization/time management, excellent listening skills, ability to learn, understand and apply rules and regulations, ability to read and follow instructions, ability to establish and maintain effective relationships with a diverse group of people, ability to work independently and as part of a team, ability to perform a high volume of repetitive work, problem solving, and attention to detail. Computer software skills sought by responding employers include: word processing (100%), database (25%), spreadsheet (25%) and desktop publishing (17%). New skills desired by responding employers include: more computer skills (including Internet navigation and document transfer), managerial and supervisory, teamwork skills, and training in domestic-violence issues.

Skills Found to be in Short Supply: willingness to work nights and weekends, bilingual in Spanish, organization/time management, good attitude and willingness to work, and knowledge of public benefits.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Small to Medium (100-130) Estimated Employment in 1996 - 109
Projected Growth Rate: Much Faster Than Average (approx. 30%)

State and Nationwide Employment Outlook: This occupation will grow much faster than the average for all occupations through 2005 nationwide. Most opportunities are found in job training programs, residential settings, and private social service agencies.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 17% Somewhat Difficult - 50% A Little Difficult - 17% Not Difficult - 17%

Fully Experienced and Qualified:

Very Difficult - 7% Somewhat Difficult - 53% A Little Difficult - 27% Not Difficult - 13%

Most (67%) of the responding employers expect employment in this occupation to grow over the next three years as a result of increased community need, expansion of programs and expected increases in funding. Thirty-five percent of the employees covered in this profile were hired in the last twelve months primarily to fill vacated positions (68%), or to fill new positions (16%), or as a result of a promotion (14%).

Local Outlook: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages*

<u>Union Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$10.29 to \$13.81/hour	\$12.05/hour
New employees with prior experience	\$10.29 to \$14.50/hour	\$12.40/hour
Employees after 3 years	\$12.35 to \$15.98/hour	\$14.17/hour

<u>Nonunion Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$5.52 to \$10.50/hour	\$6.75/hour
New employees with prior experience	\$6.50 to \$11.50/hour	\$8.18/hour
Employees after 3 years	\$7.94 to \$13.50/hour	\$10.01/hour

*(Extreme wage values have been deleted to provide a more representative wage range.)

Hours

Most (66%) employees in this occupation work full-time - 40 hours/week. **Some** (26%) employees work part-time - 24 hours/week weighted average.

BENEFITS

Almost all (93%) of the responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
	<u>Providing</u>		<u>Providing</u>
Medical Insurance	100%	Paid Vacation	29%
Dental Insurance	100%	Paid Sick Leave	29%
Paid Vacation	93%	Medical Insurance	14%
Paid Sick Leave	86%	Dental Insurance	7%
Vision Insurance	71%	Retirement Plan	7%
Life Insurance	64%		
Retirement Plan	50%		

MAJOR EMPLOYING INDUSTRIES (in survey area)

Individual and Family Services, Job Training and Related Services, Residential Care, and Social Services NEC.

RECRUITMENT STRATEGIES USED

Newspaper Ads	73%	Unsolicited Applicants	27%
In-house Promotion or Transfer	53%	Employment Development	27%
		Dept.	
Employees' Referrals	53%	Private Employment Agencies	20%
Public School Referrals	33%	Private School Referrals	7%

OTHER INFORMATION

Almost all (80%) responding employers promote their Human Service Workers to supervisory or management positions, Program Coordinator, higher levels in the series, or to a counseling positions with an Master's Degree.

For DOT Titles and Codes, please refer to Exhibit A.

JANITORS and CLEANERS - EXCEPT MAIDS and HOUSEKEEPING CLEANERS

17 Employers Responded
342 Employees Covered

Janitors and Cleaners, except Maids and Housekeeping cleaners keep buildings in clean and orderly condition. They perform heavy cleaning duties, such as operating motor-driven cleaning equipment, mopping floors, washing walls and glass, and removing rubbish. They may have additional duties, and responsibilities, such as tending furnace and boiler, performing routine maintenance activities, notifying management for need for repairs and additions, and cleaning snow or debris from sidewalk. Does not include Maids and Housekeepers. (OES 670050)

Common Job Titles Used by Responding Employers: Custodian, Janitor, Office Cleaner, Cleaning Technician, Floor Crew, and Maintenance.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 12% Usually - 53% Sometimes - 29% Never - 6%

Local or Adjacent Training Availability: None specific to this occupation.

Education of Recent Hires:

Less than High School - 24% High School or Equivalent - 71%
Bachelors Degree - 6%

Related Work Experience Required Prior to Employment:

Always - 6% Usually - 24% Sometimes - 47% Never - 8%

Employers requiring previous work experience seek 6-12 months in janitorial and cleaning positions, or in maintenance-related positions.

Skills and Qualifications Reported As Very Important: safe and correct operation of equipment and supplies, ability to perform physically-demanding work, ability to follow instructions, good work ethic (prompt, dependable, desire to learn etc.), ability to read and write, knowledge of chemicals used for cleaning, ability to work independently, ability to perform repetitive work, and attention to detail. New skills desired by responding employers include: knowledge of environmental issues and blood-borne pathogens, people skills, safety, ability to work swiftly, use of buffers and scrubbers, knowledge of recycling and shredder/bailer operations, and/or computer. One firm seeks Word Processing and Spreadsheet computer skills.

Skill Found to be in Short Supply: English speaking, attention to detail, initiative, desire to work (and well), and willingness to be flexible.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Very Large (1,470-1,670) Estimated employment in 1996 - 1,527
Projected Growth Rate: Faster than average (approx. 14%)

State and Nationwide Employment Outlook: While there will be a large number of openings in California, due both to a high turnover and expansion of commercial and office space, there will remain a surplus of applicants, especially those that do not meet employer requirements. This occupation will grow at the average rate for all occupations nationwide through 2005. Most opportunities will be found with janitorial and cleaning services as more firms contract this work out.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 13% Somewhat Difficult - 19% A Little Difficult - 25% Not Difficult - 44%

Fully Experienced and Qualified:

Very Difficult - 18% Somewhat Difficult - 6% A Little Difficult - 29% Not Difficult - 47%

Most (65%) responding employers expect employment to remain stable over the next three years .
Many (35%) employers project growth over the same time frame.

Local Outlook Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

Union Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$7.00 to \$9.83/hour	\$9.81/hour
New employees with prior experience	\$8.00 to \$9.83/hour	\$9.57/hour
Employees after 3 years	\$9.50 to \$11.36/hour	\$11.04/hour

Nonunion Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$4.50 to \$8.00/hour	\$5.50/hour
New employees with prior experience	\$4.75 to \$8.50/hour	\$5.88/hour
Employees after 3 years	\$4.75 to \$12.00/hour	\$7.00/hour

Hours

Most (66%) employees work full-time - 40 hours/week weighted average. **Some** (25%) employees work part-time - 22 hours/week weighted average.

BENEFITS

Almost all (94%) of responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
	<u>Providing</u>		<u>Providing</u>
Medical Insurance	81%	Paid Sick Leave	38%
Paid Vacation	75%	Paid Vacation	38%
Dental Insurance	56%	Medical Insurance	25%
Vision Insurance	50%	Retirement Plan	25%
Paid Sick Leave	44%	Dental Insurance	19%
Life Insurance	31%	Vision Insurance	19%
Retirement Plan	25%	Life Insurance	13%
Child Care	13%	Child Care	13%

MAJOR EMPLOYING INDUSTRIES (in survey area)

Grocery Stores; Eating Places; Educational, Religious etc. Trusts; Hotels and Motels; Building Maintenance Services, NEC; General Medical and Surgical Hospital; Elementary and Secondary Schools; Colleges and Universities; Junior Colleges, and Civic and Social Organizations.

RECRUITMENT STRATEGIES USED

Newspaper Ads	76%	Employment Development Dept.	24%
Employees' Referrals	71%	Unsolicited Applicants	18%
In-house Promotion or Transfer	35%	Private Employment Agencies	6%

OTHER INFORMATION

Almost all (87%) of the responding employers promote their Janitors and Cleaners to lead or supervisory positions, room inspectors, trainers, or other positions in the organization.

For DOT Titles and Codes, please refer to Exhibit A.
 See California Occupational Guide No. 88 for more information.

MAINTENANCE REPAIRER - GENERAL UTILITY

15 Employers Responded
63 Employees Covered

Maintenance Repairers perform work involving two or more maintenance skills to keep machines, mechanical equipment, and/or structure of an establishment in repair. This occupation is generally found in a small establishment where specialization in maintenance work is impractical. Their duties may involve pipefitting, boiler making, insulating, welding, machining, machine and equipment repairing, carpentry and/or mechanical equipment; installing, aligning and repairing new equipment; and repairing building, floors and stairs. (OES 851320)

Common Job Titles Used by Responding Employers: Maintenance; Maintenance Mechanic, Technician, Repair or Helper; Mechanic; and Machine Operator.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Usually - 7%

Sometimes - 80%

Never - 13%

Some employers (20%) require six-twelve months training prior to employment in either heavy equipment operation and maintenance or journeyman level building trades.

Local or Adjacent Training Availability:

Cuesta College

Allan Hancock College

Education of Recent Hires:

High School or Equivalent - 80%

Some College, No Degree - 20%

Related Work Experience Required Prior to Employment:

Always - 53%

Usually - 40%

Sometimes - 7%

Almost all (93%) employers require or prefer 12-24 months of previous work experience in maintenance (including plumbing, electrical and building maintenance), machinist, equipment repair, and mechanic.

Skills and Qualifications Reported As Very Important: plumbing, electrical, carpentry, mechanical, painting, use of hand and power tools, problem solving, attention to detail, basic knowledge of machinery, computer and electronics, organization, lifting ability (10 lbs. min.), landscaping, safety awareness, welding, ability to read and follow instructions, verbal communication, and ability to work independently. Computer software skills sought by responding employers include: word processing (75%), database (25%) and spreadsheet (25%). New skills desired by responding employers include: computerization of equipment (including heavy), computer literacy, identification of hazardous materials, trouble shooting, problem analysis and repair.

Skill Found to be in Short Supply: technical know-how, plumbing experience, general electrical knowledge, good health, and formalized technical skills.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size

Very large (950-1,070)

Estimated employment in 1996 - 984

Projected Growth Rate:

Faster than average (approx. 13%)

State and Nationwide Employment Outlook: no information available at this time.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced

Very Difficult - 0%

Somewhat Difficult - 23%

A Little Difficult - 38%

Not Difficult - 38%

Fully Experienced and Qualified:

Very Difficult - 0%

Somewhat Difficult - 47%

A Little Difficult - 20%

Not Difficult - 33%

Almost all (80%) of the responding employers expect employment in this occupation to remain stable over the next three years. Forty percent of the employees covered in this profile were hired in the last twelve months primarily to fill temporary positions (40%) and new positions (36%). Sixteen percent of the new hires filled vacated positions and 8% were promoted into this occupation.

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages*

Nonunion Employees	Range	Median
New employees with no prior experience	\$5.00 to \$8.00/hour	\$6.50/hour
New employees with prior experience	\$6.14 to \$10.00/hour	\$9.00/hour
Employees after 3 years	\$7.70 to \$15.00/hour	\$10.50/hour

*(Extreme wage values have been deleted to provide a more representative wage range.)

Union Employees	Range	Median
New employees with prior experience	\$18.41 /hour	\$18.41/hour
Employees after 3 years	\$20.21 /hour	\$20.21/hour

Hours

Almost all (88%) of the employees in this occupation work full-time - 41 hours/week, weighted average.

BENEFITS

All responding employers provide fringe benefits as follows:

Benefits Provided to	Percent of	Benefits Provided to	Percent of
Full-Time Employees	Firms	Part-Time Employees	Firms
Providing		Providing	
Medical Insurance	80%	Medical Insurance	7%
Paid Vacation	67%	Paid Vacation	7%
Paid Sick Leave	60%	Paid Sick Leave	7%
Dental Insurance	60%		
Retirement Plan	60%		
Life Insurance	53%		
Vision Insurance	33%		

MAJOR EMPLOYING INDUSTRIES (in survey area)

Elementary and Secondary Schools, Hotels and Motels, Local Government, Apartment Building Operators, Real Estate Agents and Managers, Membership Sports and Recreation Clubs, Eating Places, Equipment Rental and Leasing, NEC, Public Golf Courses, General Medical and Surgical Hospitals, etc.

RECRUITMENT STRATEGIES USED

Employees' Referrals	67%	Private Employment Agencies	13%
In-house Promotion or transfer	53%	Public School Referrals	7%
Newspaper Ads	47%	Union Hall Referrals	7%
Employment Development Dept.	20%	State Certification List	7%
Unsolicited Applicants	13%		

OTHER INFORMATION

Employers hiring the most employees promote their Maintenance Repairers to positions such as: Lead, Team Leader, Equipment or Field Operator, Management, or into other departments within the firm.

For DOT Titles and Codes please refer to Appendix A.
This is a nontraditional occupation for women.

MARKETING, ADVERTISING and PUBLIC RELATIONS MANAGERS

15 Employers Responded
22 Employees Covered

Marketing, Advertising and Public Relations Managers formulate marketing policies, direct sales activities, and plan, organize, and direct advertising and public relations activities for a department, and entire organization, or on an account basis. (OES 130110)

Common Job Titles Used by Responding Employers: Marketing Manager, Marketing Director (or Director of Marketing), Director of Sales (and Marketing), and Sales Manager.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Usually - 7%

Sometimes - 40%

Never - 53%

Some (13%) responding employers require college-level education in marketing, and/or communications and business.

Local or Adjacent Training Availability:

Cal Poly

Allan Hancock College

Huffman & Associates

Education of Recent Hires:

Some College, No Degree - 13%

Associate's Degree - 13%

Bachelor's Degree - 73%

Related Work Experience Required Prior to Employment:

Always - 67%

Usually - 27%

Sometimes - 7%

Almost all responding employers require of prefer 1-4 years prior work experience in positions related to marketing (including marketing assistant), advertising, public relations, or sales.

Skills and Qualifications Reported As Very Important: writing skills (including creative writing), English grammar and spelling, computer skills (word processing and desktop publishing in particular), attention to detail, oral communication, problem solving, organization and time management, ability to work under pressure, ability to read and follow instructions, and ability to work independently and as part of a team.

Computer software skills sought by responding employers include: word processing (92%), desktop publishing (77%), spreadsheet (31%), database (23%). New skills desired by responding employers include: enhanced computer, Internet and World Wide Web, demographic needs analysis, budgeting analysis, systems approach, and understanding managed care (for the health-care industry). Obsolete skills noted by responding employers include: hand-done graphics, outdated software and event planning (one employer)

Skill Found to be in Short Supply: creativity and knowledge of business communication, and time management skills.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size:

Medium to Large (210-230)

Estimated employment in 1996 - 216

Projected Growth Rate:

Slower than average (approx. 9.5%)

Nationwide Employment Outlook: This occupation is expected to grow faster than the average for all occupations through 2005, nationwide. However, substantial competition for openings is expected because this position is highly coveted by other managers or highly experienced technical and professional personnel. Much of the growth is expected in business service industries (such as computer and data processing).

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 0%

Somewhat Difficult - 67%

A Little Difficult - 1%

Not Difficult - 22%

Fully Experienced and Qualified:

Very Difficult - 13%

Somewhat Difficult - 60%

A Little Difficult - 20%

Not Difficult - 7%

Almost all (93%) responding employers expect employment in this occupation to remain stable over the next three years. Forty five percent of the employees covered in this profile were hired in the last twelve months primarily to fill vacated positions (70%), or to fill new positions (30%).

Local Outlook: Employer demand is somewhat greater the supply of qualified applicants with experience. Employers may have some difficulty finding fully-experienced, qualified applicants at times. Worker supply is somewhat larger than demand for inexperienced applicants and these applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages*

Nonunion Employees	Range	Median
New employees with no prior experience	\$8.06 to \$14.38/hour	\$12.04/hour
New employees with prior experience	\$9.59 to \$19.18/hour	\$14.04/hour
Employees after 3 years	\$10.07 to \$23.97/hour	\$14.86/hour

*(Extreme wage values have been deleted to provide a more representative wage range.)

Hours

Almost all (95%) employees work full-time - 40 hours/week, weighted average.

BENEFITS

All responding firms provide fringe benefits as follows:

Benefits Provided to	Percent of	Benefits Provided to	Percent of
Full-Time Employees	Firms	Part-Time Employees	Firms
Providing		Providing	
Medical Insurance	100%	Medical Insurance	7%
Paid Vacation	93%	Paid Vacation	7%
Paid Sick Leave	93%	Paid Sick Leave	7%
Life Insurance	87%	Dental Insurance	7%
Dental Insurance	80%	Vision Insurance	7%
Retirement Plan	67%	Retirement Plan	7%
Vision Insurance	40%	Life Insurance	7%

MAJOR EMPLOYING INDUSTRIES (in survey area)

Colleges and Universities, Psychiatric Hospital, Department Stores, Computer Peripheral Equipment NEC, Hotels and Motels, New and Used Car Dealers, Business Services NEC, Management Services, Radio Broadcasting Stations, Used Car Dealers, Newspapers, etc.

RECRUITMENT STRATEGIES USED

Newspaper Ads	80%	Unsolicited Applicants	20%
In-house Promotion or transfer	53%	Private Employment Agencies	13%
Employees' Referrals	40%	Public School Referrals	7%
Employment Development Dept.	20%	Private School Referrals	7%

OTHER INFORMATION

Most (80%) responding employers promote their employees in this occupation to positions in other areas of the business.

For DOT Titles and Codes please refer to Appendix A.

NURSE AIDES

13 Employers Responded

113 Employees Covered

Nurse Aides work under the direction of nursing or medical staff to provide auxiliary services in the care of patients. They perform duties such as answering patients' call bells, serving and collecting food trays, and feeding patients. Nurse Aides may be called Assistants, Attendants or Orderlies. Orderlies are primarily concerned with the care of male patients, setting up equipment and relieving Nurses of heavier work. Does not include Psychiatric Aides and Home Health Aides. (OES 660080)

Common Job Titles Used by Responding Employers: Nursing Assistants, CNAs, Nurse Aides, Residential Aides or Assistants, and Attendant.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 31% Usually - 46% Sometimes - 15% Never - 8%

Most (54%) responding employers require 4-12 months of training prior to employment. **Many** of these require or desire CNA certification.

Local or Adjacent Training Availability: Allan Hancock College
Cuesta College
Santa Barbara Business College

Education of Recent Hires: High School or Equivalent - 77% Some College, No Degree - 23%

Related Work Experience Required Prior to Employment:

Always - 15% Usually - 38% Sometimes - 38% Never - 8%

Most (53%) responding employers require of prefer previous work experience as a Nurse Aide or Assistant, Residential Aide, CNA, Hospital Attendant, etc.

Skills and Qualifications Reported As Very Important: organization and time management, communication,

ability to work as part of a team, ability to perform vital signs, knowledge of body mechanics, CNA certification, ability to follow instructions, reliability, ability to operate medical equipment, ability to maintain proper care of the patient, first aide/basic emergency, ability to document, speak and understand English, knowledge of skills related to patient populations (e.g. pediatrics), and knowledge of infection control practices.

A **few** employers seek computer software skills including: word processing (50%) and medically-related software (50%). New skills desired by responding employers include: ability to handle higher-level nursing skills including acute residential and rehab skills, knowledge of medical technology, word processing and computerized charting, CPR, Monitor Tech certificate, medical secretarial skills, knowledge of new CNA certification requirements, phlebotomy, vital signs, and emergency training.

Skill Found to be in Short Supply: assertiveness, reliable, strong work ethic, willingness to work weekends, CNA certification, safety judgment, bilingual, ability to follow instructions and common sense.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Very Large (680-770) Estimated employment in 1996 - 706
Projected Growth Rate: Faster than average (approx. 13.2%)

State and Nationwide Employment Outlook Growth in this occupation will be much faster than average both state and nationwide due to a continuing reliance on rehabilitation and long-term care for an aging population. Advancements in medical technology are saving more lives, further increasing the need for extended care. Replacement needs will constitute a major source of openings for Nurse Aides due to the high turnover in this occupation.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 17% Somewhat Difficult - 58% A Little Difficult - 25% Not Difficult - 0%

Fully Experienced and Qualified:

Very Difficult - 23% Somewhat Difficult - 38% A Little Difficult - 38% Not Difficult - 0%

Most (62%) responding employers expect employment in this occupation to remain stable over the next three years. Sixty-six percent of the employees covered in this profile were hired in the last twelve months primarily to fill vacated positions (79%). **Some** (14%) were hired into temporary positions.

Local Outlook: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

<u>Nonunion Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$4.50 to \$7.50/hour	\$5.05 /hour
New employees with prior experience	\$5.25 to \$8.00/hour	\$5.98/hour
Employees after 3 years	\$6.30 to \$9.00/hour	\$7.00/hour

(Union wages are somewhat higher than this range.)

Hours

Most (59%) employees work full-time - 39 hours/week, weighted average. **Some** (21%) employees work temporary or on call - 24 hours/week, weighted average, or part-time 21 hours/week, weighted average - (18%).

BENEFITS

Almost all (78%) of the responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
<u>Providing</u>		<u>Providing</u>	
Medical Insurance	90%	Paid Vacation	60%
Paid Vacation	80%	Paid Sick Leave	60%
Retirement Plan	80%	Medical Insurance	30%
Paid Sick Leave	70%	Dental Insurance	30%
Dental Insurance	70%	Vision Insurance	30%
Vision Insurance	70%	Retirement Plan	40%
Life Insurance	60%	Life Insurance	20%

Benefits for part-time employees have varying requirements for minimum hours worked.

MAJOR EMPLOYING INDUSTRIES (in survey area)

Nursing and Personal Care - NEC and General Medical and Surgical Hospitals.

RECRUITMENT STRATEGIES USED

Newspaper Ads	100%	Unsolicited Applicants	38%
In-house Promotion or Transfer	31%	Public School Referrals	23%
Employees' Referrals	69%	Employment Development Dept.	8%

OTHER INFORMATION

Most (69%) of the responding employers promote their Nurse Aides to positions such as : Home Health Aide, LVN or RN with proper certification or license, administration, Secretary, Medical Records, Ward Clerk, or Assistant Administrator (in small facilities).

For DOT Titles and Codes please refer to Appendix A.
See California Occupational Guide No. 442 for more information.

PRODUCTION, PLANNING and EXPEDITING CLERKS

16 Employers Responded
46 Employees Covered

The duties of Production, Planning and Expediting Clerks are primarily clerical in nature and involve coordinating and expediting the flow of work and materials within or between departments of an establishment according to production schedules. This includes reviewing and distributing production schedules and work orders, conferring with department supervisors to determine progress of work and completion dates, and compiling reports on progress of work and production problems. Their duties may also include scheduling workers and estimating costs, routing and delivering parts to insure production quotas are met, and scheduling shipment of parts. They may keep inventory of material in departments and insure that merchandise is shipped by vendor on the promised date, and write special orders for services and merchandise. (OES 580080)

Common Job Titles Used by Responding Employers: Shipping/Receiving Warehouse Personnel, Planning 1 & 2, Scheduler, and Production Expediter (Clerk), etc.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 13% Usually - 25% Sometimes - 44% Never - 19%

Some (13%) responding employers require 2-6 months of training in computer literacy, Material Requirements Planning software, and systems.

Local or Adjacent Training Availability: none specific to this occupation.

Education of Recent Hires: High School or Equivalent - 38% Some College, No Degree - 44%
Associated Degree - 6% Bachelors Degree - 13%

Related Work Experience Required Prior to Employment:

Always - 19% Usually - 31% Sometimes - 38% Never - 13%

Employers seek experience in positions such as: Production Planner (or Clerk), Production or Manufacturing Assembly, computerized clerical experience, etc. Most employers responded that they require or prefer 6-12 months of prior work experience.

Skills and Qualifications Reported As Very Important: computer literacy (including knowledge of Materials Requirement Planning software), knowledge of systems, problem solving, analytical skills, communication (and negotiation) skills, attention to detail, organization/time management (multiple tasks), basic math, ability to read and follow directions, basic math, ability to work independently and as part of a team, and ability to work with a diverse group of people. Computer software skills sought by responding employers include: word processing (69%), database (63%), spreadsheet (56%) and desktop publishing (6%). New skills desired by responding employers include: computer knowledge (including graphics), customer service, digital composition, world-class manufacturing techniques, increased vendor interface, negotiation, team skills, TQM and Just-In-Time Manufacturing knowledge.

Skill Found to be in Short Supply: willingness to work overtime, communication, "system" understanding, negotiation, and experience in like industry.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Small (80-90) Estimated employment in 1996 - 83
Projected Growth Rate: Faster than average (approx. 12.5%)

Nationwide Employment Outlook: This occupation, as with all Material Recording, Scheduling, Dispatching, and Distributing Occupations will grow more slowly than average for all occupations nationwide through 2005.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 7% Somewhat Difficult - 36% A Little Difficult - 21% Not Difficult - 36%

Fully Experienced and Qualified:

Very Difficult - 0% Somewhat Difficult - 25% A Little Difficult - 69% Not Difficult - 6%

Most (69%) responding employers (employing a majority of Production, Planning and Expediting Clerks) expect employment in this occupation to remain stable over the next three years, while many (38%) of the responding firms project growth over this same period due to increase volume, expansion of product variety and increased sales.

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

Nonunion Employees	Range	Median
New employees with no prior experience	\$6.00 to \$10.00/hour	\$8.50/hour
New employees with prior experience	\$7.00 to \$14.00/hour	\$10.00/hour
Employees after 3 years	\$10.00 to \$17.00/hour	\$13.00/hour

Hours

Almost all (83%) employees in this occupation work full-time - 40 hours/week weighted average

BENEFITS

Almost all (93%) responding employers provide fringe benefits as follows:

Benefits Provided to	Percent of	Benefits Provided to	Percent of Firms
Full-Time Employees	Firms	Part-Time Employees	
	Providing		Providing
Medical Insurance	100%	Paid Vacation	7%
Paid Vacation	80%	Paid Sick Leave	7%
Dental Insurance	67%		
Paid Sick Leave	60%		
Life Insurance	60%		
Retirement Plan	53%		
Vision Insurance	20%		
Child Care	7%		

Cafeteria Plan and 401K (with employer contribution) were also reported as benefits provided.

MAJOR EMPLOYING INDUSTRIES (in survey area)

Electronic Computers, Commercial Printers NEC, Commercial Printing Lithographic, U.S Postal Service, Women's and Misses Outerwear NEC, Newspapers, Manifold business Forms, Computer Peripheral Equipment NEC, Electrical Industrial Apparatus NEC, Current-Carrying wiring Devices, Analytical Instruments, etc.

RECRUITMENT STRATEGIES USED

Newspaper Ads	75%	Private Employment Agencies	19%
Employees' Referrals	44%	Public School Referrals	6%
In-house Promotion or transfer	38%	Other (client referrals)	6%
Unsolicited Applicants	19%		

OTHER INFORMATION

Most (62%) responding employers promote their Production, Planning and Expediting Clerks, to positions such as: Planner, Material Planner, Master Planner, Materials Supervisor or Middle Management, (with leadership skills).

For DOT Titles and Codes please refer to Appendix A.

RECEPTIONISTS and INFORMATION CLERKS

17 Employers Responded

126 Employees Covered

Receptionists and Information Clerks answer inquiries and obtain information for the general public (customers, visitors and other interested parties) concerning activities conducted at an establishment, such as the location of offices or persons within the firm, departments within the store, or services within the hotel. They may perform a variety of other clerical duties. Does not include Receptionists who primarily operate switchboards. (OES 553050)

Common Job Titles Used by Responding Employers: Receptionist, Medical Receptionist, and Patient Information Service Clerk.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 6% Usually - 29% Sometimes - 59% Never - 6%

Some (29%) of the responding employees require 3-12 in trade school, business college, classes in automated office systems, basic math, phone skills, people skills, and medical office procedures, terminology etc. (for positions in that industry.)

Local or Adjacent Training Availability

Cuesta College Career Training Center Huffman & Associates
Career Dynamics Coastal Valley College Santa Barbara Business College

Education of Recent Hires: High School or Equivalent - 24% Some College, No Degree - 76%

Related Work Experience Required Prior to Employment:

Always - 29% Usually - 41% Sometimes - 18% Never - 12%

Most responding employers require or prefer 6-24 months of prior work experience in positions such as Receptionist, Medical Office Receptionist and clerical positions.

Skills and Qualifications Reported As Very Important: computer skills (including keyboard and word processing), verbal communication, phone skills and handling multi-line systems, organization and time management (multiple tasks), data entry and information retrieval (computer), ability to work under pressure, English grammar and spelling, ability to read and follow instructions, ability to perform repetitive work, and attention to detail. Computer software skills sought by responding employers include: word processing (81%), spreadsheet (31%) database (19%), and medically-related software (18%). New skills desired by many (35%) responding employers include: computer (including Windows applications) and computer terminology, Internet, and voice mail.

Skills Found to be in Short Supply: computer skills, problem solving, customer service, communication, phone etiquette, grammar and spelling, willingness to work part-time and the hours needed, bilingual, and team work.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Very Large (730-820) Estimated employment in 1996 - 756
Projected Growth Rate: Faster than average (approx. 12.3%)

State and Nationwide Employment Outlook: This occupation is among those with the largest job growth projected in California. It is expected to grow faster than the average for all occupation through 2000 in California, and through 2005 nationwide. Most openings will be due to people leaving the occupation.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 15% Somewhat Difficult - 15% A Little Difficult - 62% Not Difficult - 8%

Fully Experienced and Qualified:

Very Difficult - 24% Somewhat Difficult - 6% A Little Difficult - 35% Not Difficult - 35%

Most (65%) responding employers expect employment in this occupation to remain stable over the next three years. However, those employers hiring the most receptionists expect this occupation to grow in the same time frame. Sixty-five percent of the employees covered in this profile were hired in the last twelve months, primarily to fill temporary positions (61%), and vacated positions (20%).

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job-seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages*

<u>Nonunion Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$6.00 to \$8.13/hour	\$6.25/hour
New employees with prior experience	\$6.50 to \$10.16/hour	\$7.25/hour
Employees after 3 years	\$7.50 to \$12.19/hour	\$8.50/hour

*(Extreme wage values have been deleted to provide a more representative wage range.)

Hours

Most employees in this occupation work full-time - 40 hours/week, weighted average, or on a temporary basis - 20 hours/week weighted average.

BENEFITS

Almost all (88%) responding employers provide fringe benefits, as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
	<u>Providing</u>		<u>Providing</u>
Medical Insurance	93%	Paid Sick Leave	33%
Paid Vacation	93%	Paid Vacation	33%
Retirement Plan	93%	Dental Insurance	20%
Paid Sick Leave	87%	Medical Insurance	13%
Dental Insurance	73%	Vision Insurance	13%
Life Insurance	67%	Retirement Plan	13%
Vision Insurance	20%	Life Insurance	13%

MAJOR EMPLOYING INDUSTRIES (in survey area)

This occupation is employed in a wide variety of office and medical settings, both public and private. Some of the largest employing industries include: Offices and Clinics of Medical Doctors, Colleges and Universities, Offices and Clinics of Dentists, General Medical and Surgical Hospitals, Local Government, Legal Services, etc.

RECRUITMENT STRATEGIES USED

Newspaper Ads	88%	Unsolicited Applicants	29%
Employees' Referrals	76%	Public School Referrals	18%
Private Employment Agencies	59%	Private School Referrals	18%
In-house Promotion or transfer	41%	Private Industry Council	6%
Employment Development Dept.	29%		

OTHER INFORMATION

Almost all (81%) responding employers promote their Receptionists to positions such as: Secretary, Customer Service Representative, Medical Clerk or Medical Records Clerk, Medical Assistant, and other clerical positions.

For DOT Tiles and Codes, please refer to Appendix A.
See California Occupational Guide No. 21 for more information.

SALES REPRESENTATIVES – EXCEPT SCIENTIFIC and RELATED PRODUCTS and SERVICES, and RETAIL

16 Employers Responded
90 Employees Covered

Sales Representatives - Except Scientific and Related Products, sell goods and services for wholesalers or manufacturers to businesses or groups of individuals. This work requires a substantial knowledge of the items sold. Sales Representatives solicit orders from established clients or secure new customers. (OES 490080)

Common Job Titles Used by Responding Employers: Sales and Service Representatives, Sales Representatives, Account Reps., Customer Service/Sales Rep., and Sales Associate.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Usually - 19% Sometimes - 75% Never - 6%

Some (25%) responding employers require training or experience prior to employment, generally related to the industry (for example a Bachelor's Degree in Graphic Communications.)

Local or Adjacent Training Availability:

Allan Hancock College (wine and textiles) Cal Poly (wine)
Cuesta College (fashion) Huffman & Associates

Education of Recent Hires:

High School or Equivalent - 6% Some College, No Degree - 50%
Associates Degree - 6% Bachelors Degree - 38%

Related Work Experience Required Prior to Employment:

Always - 38% Usually - 31% Sometimes - 19% Never - 13%

Most (69%) responding employers require or prefer 12-36 months of previous work experience in sales and or in the specific industry.

Skills and Qualifications Reported As Very Important: knowledge of product(s)/service(s), lifting ability (depending on the product sold), willingness to work anytime, technical skills and experience related to product/service sold (e.g. computer, cellular phone, auto parts, graphic design, etc.), sales skills, interpersonal skills, contacts in the industry, written and verbal communication, good driving skill and record, attention to detail, follow-up skills, English grammar and spelling, ability to read and follow directions, ability to work independently and as part of a team, attention to detail, and organization/time management. Computer software skills sought by responding employers include: word processing (83%), database (42%), and spreadsheet (33%). New skills desired by responding employers include: more computer, communication, and knowledge of the industry.

Skills Found to be in Short Supply: neat appearance, knowledge of, and experience with, the product, industry contacts, ability to sell and deal with customers, bilingual, previous manufacturing experience (when helpful to knowing the product sold).

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Very large (550-600) Estimated employment in 1996 - 564
Projected Growth Rate: Slower than average (approx. 9.1%)

State and Nationwide Employment Outlook: The occupation of sales representative for manufacturing and wholesale businesses will grow at the average rate for all occupations nationwide. Many openings will result from people leaving the occupation. The occupation of sales representative for service-related businesses will grow much faster than the average for all occupations nationwide, due to the expansion of service industries.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 21% Somewhat Difficult - 50% A Little Difficult - 29% Not Difficult - 0%

Fully Experienced and Qualified:

Very Difficult - 31% Somewhat Difficult - 38% A Little Difficult - 31% Not Difficult - 0%

Most (56%) responding employers expect employment in this occupation to grow over the next three years due to increase in business and sales. Twenty-six percent of the employees covered in this profile were hired in the last 12 months primarily to fill new positions (83%), or to fill vacated positions (17%).

Local Outlook: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

Nonunion Employees - Base Pay	Range	Median
New employees with no prior experience	\$4.89 to \$12.50/hour	\$6.90/hour
New employees with prior experience	\$4.60 to \$24.93/hour	\$8.92/hour
Employees after 3 years	\$5.75 to \$27.81/hour	\$17.26/hour

Some (31%) employers pay both a base-pay amount and commission ranging from \$215- \$1,000/year for new , inexperienced employees, to \$323 - \$20,000/year for new, experienced employees, to \$5,200 to \$25,000/year.

Some (18%) employers pay on a commission-only basis ranging from \$20,000/year for new, inexperienced employees, to \$24,000-\$35,000/year for new, experienced employees, to \$40,000-\$45,000/year after three years with the firm. Clearly, commissions vary widely by company and product sold.

Hours

Almost all (95%) employees work full-time - 40 hours/week, weighted average.

BENEFITS

All responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
<u>Providing</u>		<u>Providing</u>	
Medical Insurance	94%	Paid Vacation	13%
Paid Vacation	88%	Paid Sick Leave	13%
Paid Sick Leave	75%	Medical Insurance	6%
Dental Insurance	63%	Dental Insurance	6%
Vision Insurance	44%	Life Insurance	6%
Retirement Plan	38%	Retirement Plan	6%
Life Insurance	19%		

MAJOR EMPLOYING INDUSTRIES (in survey area)

This position is found in a wide variety of industries where sales of products is involved.

RECRUITMENT STRATEGIES USED

Employees' Referrals	63%	In-house Promotion or transfer	25%
Newspaper Ads	56%	Other*	19%
Unsolicited Applicants	25%	Private Employment Agencies	13%

*Other strategies include: industry referrals, pre-existing contacts, and private or personal referrals.

OTHER INFORMATION

Employers with the greatest number of employees in this occupation tend to promote their employees to positions such as: Supervisor, Sales Manager; and Department or Branch Manager.

For DOT Titles and Codes please refer to Appendix A.

SECRETARIES, GENERAL

16 Employers Responded

261 Employees Covered

Secretaries relieve officials of clerical work and minor administrative and business detail by scheduling appointments, giving information to callers, taking dictation, composing and typing routine correspondence, reading and routing incoming mail, and filing correspondence and other records. They may perform various other assigned clerical duties. Does not include Medical and Legal Secretaries. (OES 551080)

Common Job Titles Used by Responding Employers: Secretary, Office Support Staff, and Administrative Assistant or Secretary.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Usually - %

Sometimes - 75%

Never - 13%

Local or Adjacent Training Availability

Allan Hancock College

Cuesta College

Career Training Center

Center for Employment Training

Computer Training Network (computer skills)

Huffman & Associates

MacTeacher

Santa Barbara Business College

Santa Barbara County

ROP - North

Education of Recent Hires:

High School or Equivalent - 50%

Associate Degree - 13%

Some College, No Degree - 31%

Bachelor Degree - 6%

Related Work Experience Required Prior to Employment:

Always - 38%

Usually - 44%

Sometimes - 19%

Almost all responding employers seek between 12-36 months of related work experience in jobs such as Secretary, Receptionist, General Clerical, and Administrative Assistant.

Skills and Qualifications Reported As Very Important: computer knowledge/skill (including word processing), ability to compose letters (English grammar and spelling), typing (at least 50 wpm), accuracy, 10 key, use of calculator, good communication, multi-line phone systems, using independent, responsible judgment, ability to read and follow instructions, ability to work independently, attention to detail, and organization/time management. . Computer software skills sought by responding employers include: word processing (93%), spreadsheet (47%), database (40%), and desktop publishing(13%).. The primary New skills desired by responding employers involve continually upgrading computer skills such as Windows-based applications, Windows 95 and knowledge of the Internet. Obsolete skills noted by responding employers include: typing, shorthand, and dictaphone.

Skill Found to be in Short Supply: office protocol, appropriate office attire, keyboard, advanced Microsoft for Windows program knowledge, and strong typing skills.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size:

Very Large (1,300-1,430)

Estimated employment in 1996 - 775

Projected Growth Rate:

Average (approx. 10%)

State and Nationwide Employment Outlook: Secretaries rank among the top 50 largest growth occupations in California. The largest demand in California will be for Secretaries with good computer and interpersonal skills. This occupation is expected to grow slower than the average for all occupations nationwide. However, experienced Secretaries with excellent skills are reportedly in short supply, and these applicants will have the most opportunities. High turnover in this occupation will result in many openings.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 7%

Somewhat Difficult - 40%

A Little Difficult - 40%

Not Difficult - 13%

Fully Experienced and Qualified:

Very Difficult - 0%

Somewhat Difficult -

A Little Difficult - 31%

Not Difficult - 19%

50%

While **almost all** (75%) responding employers indicated that employment in this occupation will remain stable over the next three years, the responding firms that employ the largest number of people in this occupation project growth in employment in this occupation.

Local Outlook: Worker supply is somewhat larger than demand, and qualified applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

Union Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$8.02 to \$11.31/hour	\$9.58/hour
New employees with prior experience	\$9.29 to \$11.88/hour	\$9.80/hour
Employees after 3 years	\$10.23 to \$13.10/hour	\$11.56/hour

Nonunion Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$5.00 to \$10.52/hour	\$6.66/hour
New employees with prior experience	\$6.00 to \$13.15/hour	\$7.27/hour
Employees after 3 years	\$7.00 to \$16.44/hour	\$9.50/hour

Hours

Most (60%) employees covered in this profile work on a temporary or on-call basis - 23 hours/week weighted average. **Some** (25%) employees work full-time - 40 hours/week weighted average and **some** (15%) work part-time - 28 hours/week weighted average.

BENEFITS

All responding employers provide fringe benefits as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
	<u>Providing</u>		<u>Providing</u>
Medical Insurance	100%	Paid Vacation	23%
Paid Vacation	92%	Paid Sick Leave	23%
Paid Sick Leave	69%	Retirement Plan	15%
Dental Insurance	69%	Medical Insurance	8%
Vision Insurance	54%	Child Care	8%
Retirement Plan	54%		
Life Insurance	38%		

MAJOR EMPLOYING INDUSTRIES (in survey area)

This occupation is found in a variety of public and private office settings. Some of the largest employing industries include: Elementary and Secondary Schools, Local Government, Education, Religious ETC. Trusts, Accounting, Auditing and Bookkeeping, Real Estate Agents and Managers, Single-Family Housing Construction, and Employment Agencies.

RECRUITMENT STRATEGIES USED

Newspaper Ads	81%	Employment Development Dept.	31%
Employees' Referrals	56%	Private Employment Agencies	19%
In-house Promotion or Transfer	38%	Public School Referrals	19%
Unsolicited Applicants	31%	Private School Referrals	19%

OTHER INFORMATION

Most (56%) responding employers promote their Secretaries to jobs such higher levels of secretarial work, and Bookkeeper. However, the responding employers employing the greatest number of employees in this profile indicated that they do not promote these employees.

For DOT Titles and Codes please refer to Appendix A.

SECRETARIES, LEGAL

15 Employers Responded

43 Employees Covered

Legal Secretaries prepare legal papers and correspondence of a legal nature, such as summonses, complaints, motions, and subpoenas. They must be familiar with legal terminology, procedures and documents, as well as legal research, and may review law journals and other legal publications to identify court decisions pertinent to pending cases and submit articles to company officials. (OES 551020)

Common Job Titles Used by Responding Employers: Legal Secretary and Legal Assistant

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Usually - 13%

Sometimes - 80%

Never - 7%

Most (67%) responding employers require between 12-24 months of training in legal secretarial skills.

Local or Adjacent Training Availability: Allan Hancock College
Career Dynamics

Career Training Center
Santa Barbara Business College

Education of Recent Hires:

High School or Equivalent - 27%

Associate's Degree - 20%

Some College, No Degree - 53%

Related Work Experience Required Prior to Employment:

Always - 40%

Usually - 53%

Sometimes - 7 %

Almost all (93%) responding employer require or prefer 12-24 months of prior work experience as a Legal Secretary or Legal Assistant.

Skills and Qualifications Reported As Very Important: computer literacy (including word processing and use of the Internet), fast and accurate typing, detail oriented, verbal and written communication, spelling, grammar and English, transcription skills, phone skills, people skills, ability to work under pressure, knowledge of legal terms and procedure, ability to read and follow instructions, follow-up skills, diligence, ability to work independently and as part of a team, problem solving, and organization/time management.

Computer software skills sought by responding employers include: word processing (100%), database (33%), spreadsheet (13%) and desktop publishing (7%). New skills desired by responding employers involve more advanced computer skills including Windows-based programs and legal-related programs. Obsolete skills noted by responding employers include: shorthand and typewriter typing. (One employer mentioned Dictaphone.)

Skills Found to be in Short Supply: common sense, typing speed of 85 wpm, English grammar, organization/time management, prior legal experience, ability to follow instructions, willingness to learn.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size:

Medium (150-150)

Estimated employment in 1996 - 150

Projected Growth Rate:

No significant change (approx. 0.0%)

State and Nationwide Employment Outlook: Growth in the legal services industry will translate into a faster than average growth for this occupation nationwide. This occupation is among the 50 fastest growing occupations in California. Legal Secretaries with excellent typing, language and computer skills should easily find employment.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 33%

Somewhat Difficult - 33%

A Little Difficult - 25%

Not Difficult - 8%

Fully Experienced and Qualified:

Very Difficult - 13%

Somewhat Difficult - 53%

A Little Difficult - 27%

Not Difficult - 7%

Most (60%) responding employers expect employment in this occupation to remain stable over the next three years, while **many** (40%) expect employment to grow over this period due to an increase in work load and expansion of the office. Twenty-three percent of the employees covered in this profile were hired in the last twelve months primarily to fill vacated positions (50%). **Some** (30%) were hired to fill new positions.

Local Outlook: Demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

<u>Nonunion Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$6.22 to \$11.51/hour	\$9.15/hour
New employees with prior experience	\$6.84 to \$12.66/hour	\$10.93/hour
Employees after 3 years	\$10.57 to \$16.50/hour	\$13.50/hour

Hours

Almost all (91%) of the employees work full-time - 38 hours/week, weighted average.

BENEFITS

<u>Benefits Provided to</u> <u>full-time Employees</u>	<u>Percent of</u> <u>Firms</u> <u>Providing</u>	<u>Benefits Provided to</u> <u>Part-Time Employees</u>	<u>Percent of</u> <u>Firms</u> <u>Providing</u>
Paid Sick Leave	100%	Medical Insurance	7%
Paid Vacation	93%	Paid Vacation	7%
Medical Insurance	87%	Paid Sick Leave	7%
Life Insurance	53%		
Retirement Plan	47%		
Dental Insurance	27%		
Vision Insurance	13%		
Child Care	7%		

MAJOR EMPLOYING INDUSTRIES (in survey area)

Legal Services

RECRUITMENT STRATEGIES USED

Newspaper Ads	93%	Unsolicited Applicants	27%
Employee Referrals	67%	Public School Referrals	7%
Private Employment Agencies	47%	Private School Referrals	7%
In-house Promotion or transfer	27%	Employment Development Dept.	7%

OTHER INFORMATION

Most (53%) responding employers promote their Legal Secretaries to positions such as: Paralegal and Legal Assistant (from Legal Secretary).

DOT Title: Legal Secretary

DOT Code: 201.362-010

See California Occupational Guide No. 172 for more information.

SECRETARIES, MEDICAL

15 Employers Responded

55 Employees Covered

Medical Secretaries perform secretarial duties utilizing specific knowledge of medical terminology and hospital, clinic, or laboratory procedures. Their duties include taking dictation, and compiling and recording medical charts, reports and correspondence, as well as preparing and sending bills to patients or recording appointments. (OES 551050)

Common Job Titles Used by Responding Employers: Medical Receptionist, Reception, Front Office Reception, Medical Assistant, Biller, Medical Biller, and Data Entry.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training as a Substitute for Previous Work Experience:

Always - 33%

Usually - 67%

Some (20%) employers require 6-12 months of training prior to employment in medical terminology, medical transcription, computer, insurance billing, typing and general medical secretarial skills.

Local or Adjacent Training Availability: Allan Hancock College
Career Dynamics

Career Training Center
Santa Barbara Business College

Education of Recent Hires: High School or Equivalent - 27%

Some College, No Degree - 67%
Bachelor's Degree - 7%

Related Work Experience Required Prior to Employment:

Always - 33%

Usually - 67%

Almost all employers require or prefer 12-24 months of previous work experience in positions such as Medical Front Office, Medical Billing, Receptionist Secretary, etc.

Skills and Qualifications Reported As Very Important: computer skills, organization and time management, accuracy, communication, team work, telephone skills, English grammar and spelling, ability to read and follow instructions, ability to work independently and as part of a team, problem solving, and attention to detail. Computer software skills sought by responding employers include: word processing (87%), database (47%), spreadsheet (13%) and medical billing software (13%). New skills desired by responding employers include: knowledge of credentialing, lab skills, knowledge of OSHA regulations, electronic billing, computer, and knowledge of managed-care insurance. Shorthand is the obsolete skill noted by one responding employer.

Skills Found to be in Short Supply: ability to use independent judgment, attention to detail, knowledge of managed care, team work, English grammar, knowledge of CPT medical coding.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Medium (160-170)

Estimated Employment in 1996 - 163

Projected Growth Rate: Slower than average (approx. 6.3%)

State and Nationwide Employment Outlook: Growth in the health care industry will drive faster than average growth for this occupation through 2005, nationwide. In California, this occupation will grow slightly less than average for all occupations through 2000. Most opportunities will result from people leaving the occupation.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 21%

Somewhat Difficult - 50%

A Little Difficult - 29%

Not Difficult - 0%

Fully Experienced and Qualified:

Very Difficult - 31%

Somewhat Difficult - 38%

A Little Difficult - 31%

Not Difficult - 0%

Most (53%) of the responding employers expect employment in this occupation to remain stable over the next three years. Forty-two percent of the employees covered in this profile were hired in the last twelve months primarily to fill vacated positions (70%), and to fill new positions (22%).

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

Nonunion Employees	Range	Median
New employees with no prior experience	\$6.00 to \$9.00/hour	\$6.50/hour
New employees with prior experience	\$7.00 to \$11.00/hour	\$8.50/hour
Employees after 3 years	\$8.50 to \$15.00/hour	\$10.13/hour

Hours

Almost all (78%) of the employees in this occupation work full-time - 40 hours per week, weighted average.

Some (22%) employees work part-time - 24 hour/week, weighted average.

BENEFITS

All responding firms provide fringe benefits as follows:

Benefits Provided to	Percent of	Benefits Provided to	Percent of
Full-Time Employees	Firms	Part-Time Employees	Firms
Providing		Providing	
Paid Vacation	87%	Medical Insurance	27%
Medical Insurance	80%	Paid Vacation	27%
Paid Sick Leave	80%	Paid Sick Leave	27%
Retirement Plan	67%	Vision Insurance	27%
Dental Insurance	47%	Retirement Plan	27%
Life Insurance	40%	Dental Insurance	20%
Vision Insurance	27%	Life Insurance	13%

MAJOR EMPLOYING INDUSTRIES (in survey area)

Offices and Clinics of Medical Doctors, and of Dentists, and of Health Practitioners NEC, General Medical and Surgical Hospital, and Psychiatric Hospitals.

RECRUITMENT STRATEGIES USED

Newspaper Ads	80%	Unsolicited Applicants	20%
Employees' Referrals	53%	Public School Referrals	7%
In-house Promotion or Transfer	27%	Employment Development Dept.	7%
Private Employment Agencies	27%		

OTHER INFORMATION

Most (57%) responding employers promote their Medical Secretaries to positions such as: Office Manager, Medical Biller, Bookkeeping and insurance authorizations, or Registered Dental Assistant.

DOT Title: Medical Secretary

DOT Code: 201.362-014

See California Occupational Guide No. 177 for more information.

TRAFFIC, SHIPPING and RECEIVING CLERKS**18 Employers Responded****41 Employees Covered**

Traffic, Shipping and Receiving clerks verify and keep records on incoming and outgoing shipments and prepare items for shipment. Duties include assembling, addressing, stamping and shipping merchandise or material; receiving, unpacking, verifying, and recording incoming merchandise and material; and arranging for transportation of products. Does not include stock clerks, and workers whose primary duties involve weighing and checking. (OES 580280)

Common Job Titles Used by Responding Employers: Shipping and Receiving Clerks, Shipper/Receiver, Sample Control Clerk, Packaging and Receiving Person and Clerk, and Warehouse Worker.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS**Training Allowed as a Substitute For Work Experience:**

Always - 17% Usually - 22% Sometimes - 44% Never - 17%

Some (33%) employers require training in forklift operation, computer use, or completion of an Associate's degree or trade school certificate program.

Local or Adjacent Training Availability: none specific to this occupation.

Education of Recent Hires: High School or Equivalent - 56% Some College, No Degree - 28%
Associate's Degree - 17%

Related Work Experience Required Prior to Employment:

Always - 6% Usually - 22% Sometimes - 50% Never - 22%

Most employers seek between 6-12 months of prior work experience in positions such as Shipping/Receiving, Inventory Control, Computer Data Entry, Warehouse Work, and Forklift Operator.

Skills and Qualifications Reported As Very Important: attention to detail, accuracy, good manual dexterity, ability to perform repetitive work, computer skills (data entry and keyboarding), ability to learn mechanical lifting, typing, organization/time management, ability to read and follow instructions, ability to work independently and as part of a team, knowledge of shipping methods and documentation, math, and verbal communication. Computer software skills sought include: database (53%), word processing (47%), spreadsheet (20%), desktop publishing (13%), and other programs specific to their business (such as inventory software or mail-order software). New skills identified by responding employers include: computer skills, computerized inventory control, Internet, report and information analysis, record keeping including traffic documentation, knowledge of rates and suppliers, and time management. Obsolete skills reported by a few employers include 10 key, price tag application, and grouping and summarizing tasks (organization).

Skills Found to be in Short Supply: willingness to work hard, problem solving and trouble shooting, attention to detail, accuracy, reliability, desire to succeed, ability to work independently, and comprehension of written instructions.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Large (420-420) Estimated employment in 1996 - 420
Projected Growth Rate: No significant change (0%)

State and Nationwide Employment Outlook: Automation is impacting the growth of this occupation nationwide. There will be some growth, although the pace will be slower than the average for all occupations.

SUPPLY/DEMAND ASSESSMENT**Degree of Difficulty Employers Have in Finding Qualified Applicants:**

Inexperienced: Very Difficult - 0% Somewhat Difficult - 44% A Little Difficult - 50% Not Difficult - 6%

Fully Experienced and Qualified:

Very Difficult - 11%

Somewhat Difficult - 22%

A Little Difficult - 33%

Not Difficult - 33%

Most (61%) employers expect employment in this occupation to remain stable over the next three years, while **many** (39%) project growth due to expansion of markets and increased sales. Forty-four percent of the employees covered in this profile were hired in the last twelve months to fill vacated positions (39%), to fill new positions (17%), to fill permanent positions, to fill temporary positions (28%), and due to promotion (17%).

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

Nonunion Employees

	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$4.75 to \$9.21/hour	\$6.00/hour
New employees with prior experience	\$5.00 to \$10.36 /hour	\$7.50/hour
Employees after 3 years	\$6.15 to \$15.57 /hour	\$8.98/hour

Hours

Almost all (80%) employees work full-time - 41 hours/week weighted average. A **few** employees work part-time or temporary - 20 hours/week, weighted average, or on a seasonal basis - 33 hours/week weighted average.

BENEFITS

<u>Benefits Provided to Full-Time Employees</u>	<u>Percent of Firms Providing</u>
Paid Vacation	94%
Medical Insurance	89%
Paid Sick Leave	61%
Dental Insurance	50%
Life Insurance	50%
Retirement Plan	44%
Vision Insurance	22%

MAJOR EMPLOYING INDUSTRIES (in survey area)

U.S. Postal Service, Sporting Goods and Bicycle Shops, Grocery Stores, Electronic Computers, Women's and Misses Outerwear NEC, Lumber and Other Building Materials, Retail Nurseries and Garden Stores, Analytical Instruments, Sewing, Needlework and Piece Goods, etc.

RECRUITMENT STRATEGIES USED

Newspaper Ads	71%	Unsolicited Applicants	18%
Employees' Referrals	71%	Employment Development Dept.	12%
In-house Promotion or transfer	35%	Public School Referrals	6%
Private Employment Agencies	24%		

OTHER INFORMATION

Most (59%) responding employers promote their Traffic, Shipping and Receiving Clerks to positions such as: Management, Buyer or Sales, Fabrication, Operator, or other positions depending on skills demonstrated.

For DOT Titles and Codes please refer to Appendix A.

WAITERS AND WAITRESSES

16 Employers Responded

313 Employees Covered

Waiters and Waitresses serve food and/or beverages to patrons at tables. They usually take orders from patrons and make out the check. Their duties may include setting tables with linen and silverware, and taking payment from patrons. They may serve customers at counters as well as at tables. Does not include workers who only work at counters. (OES 650080)

Common Job Titles Used by Responding Employers: Server, Food Server, Restaurant Server, and Wait Staff.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS

Training Allowed as a Substitute For Work Experience:

Always - 6% Usually - 31% Sometimes - 63% Never - 0%

Local or Adjacent Training Availability: Santa Barbara County ROP - North

Education of Recent Hires: Less than High School - 6% High School or Equivalent - 22%
Some College, No Degree - 57% Associate's Degree - 6%

Related Work Experience Required Prior to Employment:

Always - 6% Usually - 38% Sometimes - 50% Never - 6%

Responding employers seek prior work experience desire 6-12 months in positions such as Bus Person, Cashier or Hostess, or Server/Wait Person.

Skills and Qualifications Reported As Very Important: communication, courtesy/people skills, intelligence, organization/time management, customer service, physical ability (agility, lifting of at least 10 lbs., standing continuously, and dexterity), memory (of orders and directions), ability to work under pressure, ability to read and follow instructions, ability to work quickly, team player, use of a cash register and adding machine, cash handling, and math. New skills identified by some employers include: computer touch screen (point of sale), wine knowledge, and ability to work under pressure.

Skills Found to be in Short Supply: common sense, courtesy and sensitivity to others, attention to detail, willingness to work any hours, previous experience, ability to work under pressure, time management, work ethic, ability to follow directions, problem solving, initiative.

SIZE AND EMPLOYMENT OUTLOOK

Occupation Size: Very Large (1,550-1,750) Estimated employment in 1996 - 1,607
Projected Growth Rate: Faster than average (approx. 12.9%)

State and Nationwide Employment Outlook: This occupation will show the third largest growth in the state of California through 2000. In addition, there will be a substantial number of openings due to people leaving the occupation, since the training and educational requirements are minimal. Nationally, this occupation is expected to grow at the average rate for all occupations.

SUPPLY/DEMAND ASSESSMENT

Degree of Difficulty Employers Have in Finding Qualified Applicants:

Inexperienced:

Very Difficult - 0% Somewhat Difficult - 6% A Little Difficult - 69% Not Difficult - 25%

Fully Experienced and Qualified:

Very Difficult - 0% Somewhat Difficult - 31% A Little Difficult - 38% Not Difficult - 31%

Most (56%) responding employers expect employment in this occupation to remain stable over the next three years, while **many** (44%) expect employment to grow. Fifty percent of the employees covered in this profile were hired in the last twelve months primarily to fill vacated positions (62%) or to fill temporary positions (24%).

Local Outlook: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

POTENTIAL WAGES AND HOURS WORKED

Potential Wages

<u>All Employees</u>	<u>Range</u>	<u>Median</u>
New employees with no prior experience	\$4.25 to \$14.25/hour	\$5.05/hour
New employees with prior experience	\$4.25 to \$19.25/hour	\$5.18/hour
Employees after 3 years	\$4.25 to \$19.25 /hour	\$6.00/hour

Almost all employees in this occupation are paid minimum wage and receive tips from the customers which vary based on food prices, table turn over etc. (The range above reflects the addition of tips reported by many employers.) Employers reported that employees might make roughly \$34.00 to \$100.00 per shift worked.

Hours

Many (50%) of the employees work part-time - 22 hours/week, and **some** (30%) work full-time - 39 hours/week weighted average.

BENEFITS

Many (50%) of the responding employers pay fringe benefits, as follows:

<u>Benefits Provided to</u>	<u>Percent of</u>	<u>Benefits Provided to</u>	<u>Percent of</u>
<u>Full-Time Employees</u>	<u>Firms</u>	<u>Part-Time Employees</u>	<u>Firms</u>
<u>Providing</u>		<u>Providing</u>	
Medical Insurance	88%	Paid Vacation	38%
Dental Insurance	75%	Paid Sick Leave	38%
Paid Vacation	75%	Medical Insurance	13%
Vision Insurance	50%	Dental Insurance	13%
Life Insurance	38%	Vision Insurance	13%
Paid Sick Leave	38%		
Retirement Plan	25%		

MAJOR EMPLOYING INDUSTRIES (in survey area)

Eating Places, and Hotels and Motels.

RECRUITMENT STRATEGIES USED

Employees' Referrals	87%	Public School Referrals	13%
Unsolicited Applicants	60%	Private School Referrals	7%
In-house Promotion or Transfer	60%	Employment Development Dept.	7%
Newspaper Ads	53%		

OTHER INFORMATION

Almost all (87%) employers promote their Waiters and Waitresses to positions such as: Assistant Manager, Supervisor, Shift Leader, and Host/Hostess.

For DOT Titles and Codes please refer to Appendix A.
See California Occupational Guide No. 42 for more information.

APPENDIX A

Accountants and Auditors

OES 211140

DOT Title	DOT Code
160.162-010	Accountant, Tax
160.162-018	Accountant
160.162-022	Accountant, Budget
160.162-026	Accountant, Cost
160.162-030	Auditor, Data Processing
160.167-022	Accountant, Property
160.167-026	Accountant, Systems
160.167-030	Auditor, County Or City
160.167-034	Auditor, Internal
160.167-038	Auditor, Tax
160.167-042	Bursar
160.167-054	Auditor
160.267-014	Director, Utility Accounts

Counter and Rental Clerks

OES 490170

DOT Title	DOT Code
216.482-030	Laundry Pricing Clerk
249.362-010	Counter Clerk
249.366-010	Counter Clerk
295.357-010	Apparel-Rental Clerk
295.357-014	Tool-and-Equipment-Rental Clerk
295.357-018	Furniture-Rental Consultant
295.367-010	Airplane-Charter Clerk
295.367-014	Baby-Stroller and Wheelchair Rental Clerk
295.367-026	Storage-Facility Rental Clerk
295.467-010	Bicycle-Rental Clerk
295.467-014	Boat-Rental Clerk
295.467-018	Hospital-Television-Rental Clerk
295.467-022	Trailer-Rental Clerk
295.467-026	Automobile Rental Clerk
299.367-018	Watch-and-Clock-Repair Clerk
369.367-010	Fur-Storage Clerk
369.367-014	Rug Measurer
369.467-010	Manager, Branch Store
369.477-014	Service-Establishment Attendant
369.677-010	Self-Service-Laundry-and-Dry-Cleaning Attendant

Drafters

OES 225140

DOT Title	DOT Code
001.261-010	Drafter, Architectural
001.261-014	Drafter, Landscape
002.261-010	Drafter, Aeronautical
003.131-010	Supervisor, Drafting and Printed Circuit Design
003.261-014	Controls Designer
003.261-018	Integrated Circuit Layout Designer
003.261-022	Printed Circuit Designer
003.281-010	Drafter, Electrical

DOT Title	DOT Code
003.281-014	Drafter, Electronic
005.281-010	Drafter, Civil
005.281-014	Drafter, Structural
007.161-010	Die Designer
007.161-014	Die-Designer Apprentice
007.161-018	Engineering Assistant, Mechanical Equipment
007.261-010	Chief Drafter
007.261-014	Drafter, Castings
007.261-018	Drafter, Patent
007.261-022	Drafter, Tool Design
007.281-010	Drafter, Mechanical
010.281-010	Drafter, Directional Survey
010.281-014	Drafter, Geological
010.281-018	Drafter, Geophysical
014.281-010	Drafter, Marine
017.161-010	Drafter, Chief, Design
017.261-014	Design Drafter, Electromechanisms
017.261-018	Detailer
017.261-022	Detailer, Furniture
017.261-026	Drafter, Commercial
017.261-030	Drafter, Detail
017.261-034	Drafter, Heating and Ventilating
017.261-038	Drafter, Plumbing
017.261-042	Drafter, Automotive Design
017.281-010	Auto-Design Detailer
017.281-014	Drafter Apprentice
017.281-018	Drafter, Assistant
017.281-026	Drafter, Automotive Design Layout
017.281-030	Drafter, Oil and Gas
017.281-034	Technical Illustrator
726.364-014	Test Fixture Designer

Financial Managers

OES 130020

DOT Title	DOT Code
160.167-058	Controller
161.117-018	Treasurer
169.167-086	Manager, Credit and Collection
186.117-066	Risk and Insurance Manager
186.117-070	Treasurer, Financial Institution
186.117-078	Vice President, Financial Institution
186.117-086	Manager, Exchange Floor
186.167-054	Reserve Officer
186.167-086	Manager, Financial Institution
189.117-038	User Representative, International Accounting

Food Preparation Workers**OES 65038****DOT Title****DOT Code**

311.674-014	Raw Shellfish Preparer
313.684-010	Baker Helper
313.687-010	Cook Helper, Pastry
316.661-010	Carver
316.684-010	Butcher, Chicken and Fish
316.684-014	Deli Cutter-Slicer
317.384-010	Salad Maker
317.664-010	Sandwich Maker
317.684-010	Coffee Maker
317.684-014	Pantry Goods Maker
317.687-010	Cook Helper
318.687-010	Kitchen Helper
318.687-014	Scullion
318.687-018	Silver Wrapper
319.484-010	Food Assembler, Kitchen

Human Service Worker**OES 273080****DOT Title****DOT Code**

195.367-010	Case Aide
195.367-014	Management Aide
195.367-022	Food-Management Aide
195.367-034	Social-Services Aide

Janitors and Cleaners**OES 670050****DOT Title****DOT Code**

358.687-010	Change-House Attendant
381.687-014	Cleaner, Commercial Or Institutional
381.687-018	Cleaner, Industrial
381.687-022	Cleaner, Laboratory Equipment
381.687-026	Cleaner, Wall
381.687-030	Patch Worker
381.687-034	Waxer, Floor
382.664-010	Janitor
389.664-010	Cleaner, Home Restoration Service
389.667-010	Sexton
389.683-010	Sweeper-Cleaner, Industrial
389.687-014	Cleaner, Window
739.687-198	Venetian-Blind Cleaner and Repairer
891.687-010	Chimney Sweep
891.687-018	Project-Crew Worker
952.687-010	Hydroelectric-Plant Maintainer

Maintenance Repairer - General Utility**OES 85132****DOT Title****DOT Code**

638.281-010	Fire-Fighting-Equipment Specialist
899.261-014	Maintenance Repairer, Industrial
899.381-010	Maintenance Repairer, Building

Marketing, Advertising and Public Relations Managers**OES 130010****DOT Title****DOT Code**

141.137-010	Production Manager, Advertising
159.167-022	Executive Producer, Promos
163.117-014	Manager, Export
163.117-018	Manager, Promotion
163.117-022	Director, Media Marketing
163.117-026	Director, Underwriter Solicitation
163.167-010	Manager, Advertising
163.167-018	Manager, Sales
163.167-022	Manager, Utility Sales and Service
163.267-010	Field Representative
164.117-010	Manager, Advertising
164.117-014	Manager, Advertising Agency
164.117-018	Media Director
164.167-010	Account Executive
185.117-014	Area Supervisor, Retail Chain Store
185.157-010	Fashion Coordinator
185.157-014	Supervisor of Sales
187.167-162	Manager, Vehicle Leasing and Rental
189.117-018	Manager, Customer Technical Services

Nurse Aides**OES 660080****DOT Title****DOT Code**

354.374-010	Nurse, Practical
354.377-010	Birth Attendant
354.677-010	First-Aid Attendant
355.674-014	Nurse Assistant
355.674-018	Orderly

Production Planning and Expediting Clerk**OES 58008**

DOT Title	DOT Code
199.382-010	Television-Schedule Coordinator
215.362-010	Crew Scheduler
215.362-014	Dispatcher Clerk
215.367-010	Assignment Clerk
215.367-014	Personnel Scheduler
219.362-030	Extension Clerk
221.162-010	Production Scheduler, Paperboard Products
221.167-010	Copy Cutter
221.167-014	Material Coordinator
221.167-018	Production Coordinator
221.167-022	Retort-Load Expediter
221.167-026	Customer Services Coordinator
221.362-022	Progress Clerk
221.362-030	Computer Processing Scheduler
221.367-010	Alterations Workroom Clerk
221.367-018	Follow-Up Clerk
221.367-026	Line-Up Worker
221.367-030	Locomotive Lubricating-Systems Clerk
221.367-034	Machine-Stoppage-Frequency Checker
221.367-038	Maintenance Data Analyst
221.367-042	Material Expediter
221.367-046	Mill Recorder, Computerized Mill
221.367-050	Recorder
221.367-054	Relay-Record Clerk
221.367-058	Reproduction Order Processor
221.367-066	Scheduler, Maintenance
221.367-078	Traffic Clerk
221.367-086	Clerk, Television Production
221.382-018	Production Clerk
221.382-022	Repair-Order Clerk
221.387-010	Back-Shoe Worker
221.387-014	Complaint Clerk
221.387-018	Control Clerk
221.387-022	Estimator, Jewelry
221.387-026	Expediter Clerk
221.387-030	Jacket Preparer
221.387-034	Job Tracer
221.387-046	Order Detailer
221.387-050	Production Assistant
221.387-054	Batch-Records Clerk
221.482-010	Fabric-and-Accessories Estimator
221.484-010	Yardage Estimator
221.587-014	Checker-In
221.587-038	Ticket Scheduler
221.587-042	Weave-Defect-Charting Clerk
221.587-046	Wheel-Press Clerk
221.587-050	Yardage-Control Clerk
221.667-010	Work-Ticket Distributor
222.367-018	Expediter
222.367-070	Expediter, Service Order
229.387-010	Material Lister
247.387-014	Advertising-Dispatch Clerk
248.167-010	Supercargo
248.367-010	Airplane-Dispatch Clerk
Production Planning and Expediting Clerk Continued	OES 580080

DOT Title	DOT Code
249.167-018	Labor Expediter
912.367-010	Flight-Information Expediter
913.167-018	Schedule Maker
976.564-010	Detailer, School Photographs

Receptionist, Information Clerk

OES 553050

DOT Title	DOT Code
203.362-014	Credit Reporting Clerk
205.367-038	Registrar
237.267-010	Information Clerk, Automobile Club
237.367-010	Appointment Clerk
237.367-018	Information Clerk
237.367-022	Information Clerk
237.367-026	Land-Leasing Examiner
237.367-038	Receptionist
237.367-042	Referral-and-Information Aide
237.367-046	Telephone Quotation Clerk
237.367-050	Tourist-Information Assistant
238.367-022	Space Scheduler
238.367-034	Scheduler
249.262-010	Policyholder-Information Clerk
249.367-082	Park Aide

Sales Representatives - Except Scientific and Related Products and Retail

OES 490080

DOT Title	DOT Code
162.157-026	Commission Agent, Livestock
260.257-010	Sales Representative, Livestock
260.357-010	Commission Agent, Agricultural Produce
260.357-014	Sales Representative, Food Products
260.357-018	Sales Representative, Malt Liquors
260.357-022	Sales Representative, Tobacco Products and Smoking
261.357-010	Sales Representative, Apparel Trimmings
261.357-014	Sales Representative, Canvas Products
261.357-022	Sales Representative, Men's and Boys' Apparel
261.357-026	Sales Representative, Safety Apparel and Equipment
261.357-030	Sales Representative, Textiles
261.357-034	Sales Representative, Uniforms
261.357-038	Sales Representative, Women's and Girls' Apparel
269.357-010	Sales Representative, Fuels
269.357-014	Sales Representative, Petroleum Products
273.357-022	Sales Representative, Motor Vehicles and Supplies
274.357-014	Sales Representative, Bottles and Bottling Equipment
274.357-026	Sales Representative, Containers
274.357-034	Sales Representative, Hardware Supplies
274.357-042	Sales Representative, Industrial Rubber Goods

Sales Representatives - Except Scientific and Related Products and Retail (cont.)

OES 490080

DOT Title	DOT Code
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274.357-062	Sales Representative, Printing Supplies
274.357-066	Sales Representative, Textile Designs
275.357-010	Sales Representative, Barber and Beauty Equipment
275.357-014	Sales Representative, Church Furniture and Religion
275.357-018	Sales Representative, Commercial Equipment and Supplies
275.357-022	Sales Representative, Cordage
275.357-026	Sales Representative, Hotel and Restaurant Equipment
275.357-030	Sales Representative, Mortician Supplies
275.357-034	Sales Representative, Office Machines
275.357-038	Sales Representative, Pressure-Sensitive Tape
275.357-042	Sales Representative, School Equipment and Supplies
275.357-046	Sales Representative, Shoe Leather and Findings
275.357-050	Sales Representative, Vending and Coin Machines
275.357-054	Salesperson, Florist Supplies
276.357-010	Sales Representative, Architectural and Engineering
277.357-010	Sales Representative, Hobbies and Crafts
277.357-014	Sales Representative, Musical Instruments and Accessories
277.357-018	Sales Representative, Novelties
277.357-022	Sales Representative, Publications
277.357-026	Sales Representative, Recreation and Sporting Goods
277.357-030	Sales Representative, Writing and Marking Pens
279.157-010	Manufacturer's Representative
279.357-014	Sales Representative, General Merchandise
279.357-018	Sales Representative, Jewelry
279.357-022	Sales Representative, Leather Goods
279.357-026	Sales Representative, Paper and Paper Products
279.357-030	Sales Representative, Plastic Products
279.357-034	Sales Representative, Water-Softening Equipment

Secretaries, General

OES 551080

DOT Title	DOT Code
201.162-010	Social Secretary
201.362-018	Membership Secretary
201.362-022	School Secretary
201.362-026	Script Supervisor
201.362-030	Secretary
201.362-074	Trust Operations Assistant

Traffic Shipping and Receiving Clerk

OES 580280

DOT Title	DOT Code
209.367-042	Reconsignment Clerk
214.587-014	Traffic Clerk
219.367-022	Paper-Control Clerk
219.367-030	Shipping-Order Clerk
221.367-022	Industrial-Order Clerk
221.687-014	Ticket Puller
222.367-066	Truckload Checker
222.387-014	Car Checker
222.387-022	Gun-Repair Clerk
222.387-050	Shipping and Receiving Clerk

Traffic Shipping and Receiving Clerk continued

OES 580280

DOT Title	DOT Code
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222.387-054	Sorter-Pricer
222.485-010	Milk-Receiver, Tank Truck
222.567-010	Grain Elevator Clerk
222.567-014	Ship Runner
222.587-018	Distributing Clerk
222.587-034	Route-Delivery Clerk
222.587-058	Vault Worker
222.687-022	Routing Clerk
222.687-030	Shipping Checker
248.362-010	Incoming-Freight Clerk
248.367-014	Booking Clerk
248.367-022	Container Coordinator
919.687-010	Checker
976.687-018	Photofinishing Laboratory Worker

Waiters and Waitresses

OES 650080

DOT Title	DOT Code
310.357-010	Wine Steward/Stewardess
311.477-018	Waiter/Waitress, Bar
311.477-022	Waiter/Waitress, Dining Car
311.477-026	Waiter/Waitress, Formal
311.477-030	Waiter/Waitress, Informal
311.674-018	Waiter/Waitress, Buffet
350.677-010	Mess Attendant
350.677-026	Steward/Stewardess, Wine
350.677-030	Waiter/Waitress
352.677-018	Waiter/Waitress, Club

APPENDIX B

The 50 Fastest Growing Occupations in San Luis Obispo County (Employment from 1994 - 2110)

OES Code	Title	1994	2001	NEW	CHANGE
251020	Systems Analysts--Electronic Data Processing	110	170	60	55%
313110	Teachers--Special Education	200	270	70	35%
490170	Counter And Rental Clerks	230	310	80	35%
130170	Engineer, Math, And Nat Science Managers	150	200	50	33%
273070	Residential Counselors	90	120	30	33%
790380	Lawn Maintenance Workers	90	120	30	33%
273080	Human Services Workers	100	130	30	30%
927260	Laundry, Dry-clean Mach Operators--Ex Press	100	130	30	30%
660110	Home Health Care Workers	110	140	30	27%
251051	Computer Programmers, Including Aides	230	290	60	26%
313210	Instructors And Coaches--Sports	240	300	60	25%
790050	Nursery Workers	160	200	40	25%
221270	Computer Engineers	80	100	20	25%
313170	Instructors--Non-Vocational Education	80	100	20	25%
315050	Technical Assistants--Library	80	100	20	25%
537020	Court Clerks	80	100	20	25%
790170	Animal Caretakers--Except Farm	80	100	20	25%
871080	Drywall Installers	80	100	20	25%
877080	Paving, Tamping-Equip Operators	80	100	20	25%
315211	Instructional Aides	970	1,210	240	25%
325050	Licensed Vocational Nurses	210	260	50	24%
219020	Cost Estimators	130	160	30	23%
150170	Construction Managers	140	170	30	21%
312160	English, Foreign Language Teachers	140	170	30	21%
630080	Fire Fighters	140	170	30	21%
650210	Bakers--Bread And Pastry	140	170	30	21%
313080	Teachers--Secondary School	860	1,040	180	21%
650350	Cooks--Short Order	200	240	40	20%
312020	Life Sciences Teachers	150	180	30	20%
853020	Automotive Mechanics	470	560	90	19%
312220	Engineering Teachers	160	190	30	19%
221260	Elect And Electronic Engineers	110	130	20	18%
329080	Dental Hygienists	110	130	20	18%
430170	Sales Agents--Sel Bus Services	110	130	20	18%
630170	Correction Officers, Jailers	890	1,040	150	17%
650260	Cooks--Restaurant	600	700	100	17%
130020	Financial Managers	540	630	90	17%
313020	Teachers, Preschool & Kindergarten	300	350	50	17%
630320	Sheriffs And Deputy Sheriffs	180	210	30	17%

APPENDIX B

The 50 Fastest Growing Occupations in San Luis Obispo County (cont.) (Employment from 1994 - 2110)

OES Code	Title	1994	2001	New	Change
312100	Social Science Teachers	120	140	20	17%
315140	Vocational & Educational Counselor	120	140	20	17%
610080	Housekeeping Supervisors	120	140	20	17%
853050	Automotive Body, Related Repairers	120	140	20	17%
321020	Physicians And Surgeons	250	290	40	16%
650320	Cooks--Specialty Fast Food	650	750	100	15%
273020	Social Workers--Medical, Psychiatric	260	300	40	15%
630140	Police Patrol Officers	200	230	30	15%
660050	Medical Assistants	200	230	30	15%
670020	Maids And Housekeeping Cleaners	750	860	110	15%
630470	Guards And Watch Guards	420	480	60	14%

Excludes NEC (not elsewhere classified) categories & occupations smaller than 100 employees estimated in year 2001.

Source: Employment Development Department Labor Market Information Division (1996 update to the Projections and Planning Information for San Luis Obispo County).

APPENDIX C

The 50 Occupations in San Luis Obispo County with the Largest Number of New Jobs (Employment from 1994 - 2110)

OES Code	Title	1994	2001	NEW	CHANG E
490112	Salespersons - Retail (Non-Vehicle)	3,430	3,850	420	12%
190050	General Managers, Top Executives	2,040	2,300	260	13%
315211	Instructional Aides	970	1,210	240	25%
490230	Cashiers	2,340	2,560	220	9%
650080	Waiters And Waitresses	1,550	1,760	210	14%
670050	Janitors, Cleaners--Except Maids	1,470	1,670	200	14%
313080	Teachers--Secondary School	860	1,040	180	21%
630170	Correction Officers, Jailers	890	1,040	150	17%
650380	Food Preparation Workers	1,120	1,260	140	13%
551080	Secretaries, General	1,300	1,430	130	10%
313050	Teachers--Elementary School	900	1,020	120	13%
851320	Maintenance Repairers, General Utility	950	1,070	120	13%
553470	General Office Clerks	2,850	2,960	110	4%
670020	Maids And Housekeeping Cleaners	750	860	110	15%
650260	Cooks--Restaurant	600	700	100	17%
650320	Cooks--Specialty Fast Food	650	750	100	15%
130020	Financial Managers	540	630	90	17%
553050	Receptionists, Information Clerks	730	820	90	12%
650410	Combined Food Prep And Service	980	1,070	90	9%
660080	Nurse Aides, Orderlies, Attendants	680	770	90	13%
853020	Automotive Mechanics	470	560	90	19%
490170	Counter And Rental Clerks	230	310	80	35%
313110	Teachers--Special Education	200	270	70	35%
251020	Systems Analysts--Electronic Data Processing	110	170	60	55%
251051	Computer Programmers, Incl Aides	230	290	60	26%
313210	Instructors And Coaches--Sports	240	300	60	25%
630470	Guards And Watch Guards	420	480	60	14%
130170	Engineer, Math, And Nat Science Managers	150	200	50	33%
313020	Teachers, Preschool & Kindergarten	300	350	50	17%
325050	Licensed Vocational Nurses	210	260	50	24%
490080	Sales Reps, Non-Scientific Except Retail	550	600	50	9%
790300	Gardeners, Groundskeepers-Ex Farm	350	400	50	14%
989020	Hand Packers And Packagers	360	410	50	14%
211140	Accountants And Auditors	380	420	40	11%
273020	Social Workers--Medical, Psychiatric	260	300	40	15%
273050	Social Workers--Except Medical, Psychiatric	390	430	40	10%
321020	Physicians And Surgeons	250	290	40	16%
650350	Cooks--Short Order	200	240	40	20%

APPENDIX C

The 50 Occupations in San Luis Obispo County with the Largest Number of New Jobs (Employment from 1994 - 2110)

OES Code	Title	1994	2001	NEW	CHANGE
790050	Nursery Workers	160	200	40	25%
971020	Truck Drivers, Heavy	510	550	40	8%
971170	Driver/Sales Workers	300	340	40	13%
150050	Education Administrators	260	290	30	12%
150170	Construction Managers	140	170	30	21%
150261	Food Service Managers	260	290	30	12%
219020	Cost Estimators	130	160	30	23%
273070	Residential Counselors	90	120	30	33%
273080	Human Services Workers	100	130	30	30%
273110	Recreation Workers	340	370	30	9%
312020	Life Sciences Teachers	150	180	30	20%
312160	English, Foreign Language Teachers	140	170	30	21%

*Excludes NEC (not elsewhere classified) categories

Source: Employment Development Department Labor Market Information Division (1996 update to the Projections and Planning Information for San Luis Obispo County).